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PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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BIG A. E. A. SHOW OPENS IN CHICAGO

SERVICE CHIEFS ASSEMBLE FOR CHICAGO MEET

Sessions Under Direction of N. A. C. C. And S. A. E.

CHICAGO, Nov. 9.—Hundreds of service engineers and managers from cities and towns throughout the central West are attending the automotive service engineering meeting at the Hotel La Salle here.

The first session this forenoon and the closing session tomorrow afternoon will be under the management of the National Automobile Chamber of Commerce. This afternoon session and tomorrow's forenoon session will be conducted by the Society of Automotive Engineers.

Eight addresses on various phases of service work and related subjects are to be presented by speakers selected because of their intimate knowledge of the subjects. All sessions are to be open to any one who is seriously interested in the topics to be discussed.

Wednesday has been set aside by the Automotive Equipment Association, under whose auspices the equipment show is being held here,

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Simplified List Of Tires Urged

Washington, D. C., Nov. 7.—The Department of Commerce has issued an extensive statement summarizing the views of all the principal interests concerned with the production, sale and use of tires. Practically all agree that a simplified list of tire sizes is greatly to be desired and that something should be done to bring it about.

Some, who are quite intimately acquainted with the joint efforts being made in that direction by the committees from the Rubber Association of America, the National Automobile Chamber of Commerce, the Society of Automotive Engineers and others, feel that progress toward fewer tire sizes is being made as rapidly as current conditions will permit.

Others do not agree that this is the case. A few have questioned the possible value of the services which the Department of Commerce might render in bringing about the early establishment of a simplified line of tires, while a much larger number express the belief that action will be expedited if the department renders to the interests concerned the same service it is rendering to so many other industries having simplification problems.

The department concludes that: "The present tire situation is one of the most striking examples of economic waste prevailing in industry today."

RACE PERMIT DENIED

Attleboro, Mass., Nov. 7.—Henry Turgeon of Pawtucket was denied the permit to conduct automobile races at the Interstate Track in Attleboro on Armistice Day, November 11, by the city council.

SCENE OF THE SHOW—General view of the seventh annual show of the Automotive Equipment Association, which opened today in the Coliseum at Chicago. More than 4,000 members of the association and guests will attend the exhibition, which is the largest ever held.

Stewart Motor Corp. Plans 2 1-2 Ton Truck

Buffalo, N. Y., Nov. 7.—The Stewart Motor Corporation is doing experimental work and planning on a 2½ ton, 6-cylinder truck that it expects to have in production by December. While no definite statements can be obtained from the company, it is expected that the selling price of the new truck will be around $2,500.

Radio Conference With Auto Men

Special from A. D. N. Detroit Bureau

Detroit, Nov. 9.—Representatives of the automotive industry will take an active part in the fourth national radio conference which is scheduled to meet in Washington today on invitation of Herbert Hoover, secretary of commerce.

Michigan delegates to the conference include F. L. Black, Ford Motor Company; Howard E. Campbell, Jewett Phonograph and Radio Company, Pontiac; Walter C. Cole, Cole, MacDonald & Wood, Inc., Detroit; Roy Davis and R. T. de Hart, Reo Motor Car Company, Lansing; E. J. Jewett, Jewett Phonograph and Radio Company, Detroit; William D. Laurie and George Harrison Phelps, George Harrison Phelps, Inc., Detroit; Albert B. Parfet, Stewart-Warner Speedometer Corporation, Port Huron.

A. E. A. SHOW

A list of exhibiting manufacturers, with their representatives, at the A. E. A. show at Chicago, may be found on pages 6, 10 and 12 of this issue. A directory of exhibitors appears on page 10, and the first of a series of descriptions of exhibits may be found on page 7.

FOREIGN DEMAND BOOMS MOTORS

Production of New High in October—Domestic Call Big

New York, Nov. 7.—In response to the rapidly growing motor vehicle market abroad, the production of motor cars and motor trucks reached the new high record in October of 454,327, according to factory shipment reports filled at the directors' meeting of the National Automobile Chamber of Commerce, Thursday.

The export business is now calling for more than one-half million cars a year or over one-eighth of the production schedule.

This gain in foreign markets, added to healthy domestic conditions, has created a demand which will make the year 1925 pass the 4,000,000 mark for the second time in the history of the atuomobile business, probably reaching a total of more than 4,200,000.

The improved economic conditions in Europe and road development in all parts of the world are resulting in greater demand for motor transportation.

In domestic sales the low prices now being offered are having a favorable effect. All makes of automobiles are now retailing at prices lower than at any preceding time.

The 1913 automobile dollar now has a purchasing power of $1.14, as compared with 60 per cent. current value of the 1913 cost-of-living dollar. In short, with most items much higher and automobiles much lower, the purchasability of the automobile has been materially increased.

The monthly production figures for 1924 and 1925 are as follows:

	1924.	1925.
January	324.565	241,062
February	376,370	287,213
March	393,489	377,252
April	384,353	439,124
May	321,628	426,017
June	254,146	402,848
July	270,935	400,268
August	283,879	259,399
September	295,488	332,759
October	283,356	454 327

Automotive Equipment Has Stage for Week

CHICAGO, Nov. 9.—Representatives of more than a hundred and fifty diversified industries in the automotive accessory manufacturing field are here today to hold their tenth annual convention and the seventh annual show of the association at the Coliseum. The show will continue through all the week.

The association numbers approximately 3,000 members, representing every state in the Union and almost all the provinces of Canada. The show, the purpose of which is to establish better relations between jobbers, manufacturers and retailers of automotive accessories and equipment, is occupying 46,911 square feet of exhibition space in the Coliseum, the biggest convention and show place in the city.

Attendance of members and invited guests of the A. E. A. is estimated at 4,000, in addition to visitors from Europe, who are attending the show to get in touch with American methods of manufacturing and selling of automobile equipment.

A diversifed program in connection with the show is being conducted by officials of the A. E. A. Today will be taken up with the election and initiation of new association members; reports of the commissioner of the association, an address by President W. T. Morris and an invocation.

One of the most important features of the convention will take place Tuesday, when a manufacturer's divisional meeting will be held at the Coliseum, at which a prominent jobber will address the manufacturers on problems of mutual interest to both bodies. Among the subjects to be discussed will be: Gratuities to Salesmen; Are

(Continued on Page 6)

TO DISPLAY NEW PEERLESS NOV. 21

Low Price Hinted in Advance Reports From Factory

Cleveland, O., Nov. 7.—Announcement is made at the factory of the Peerless Motor Car Company that the new Model Eighty light six cylinder car will be formally announced in national advertising on November 19, and will be shown to the public in Peerless showrooms in different parts of the country on November 21.

The new car, according to Edward Ver Linden, president of Peerless, is the kind of a car the public is demanding. It is roomy and powerful enough for all ordinary business and family uses, officials claim, and at the same time light and compact enough for ease of operation, especially on crowded city streets of the present day. The new Peerless will sell at a price within the reach of almost any purchaser who is in the market for a real automobile, they declare.

Sales of the established lines of Peerless cars, the Equipoised Eight and powerful six-cylinder model Seventy-Two, have forced production for the month of October at the Peerless factory to a level 100 per cent. greater than that of October last year.

KING NEW MANAGER OF ST. PAUL STUDEBAKER CO.

St. Paul, Minn., Nov. 7.—W. W. King, who has been in the automobile sales business in the Twin Cities for several years, has been appointed manager of the Studebaker Sales Company, St. Paul.

King has been with the Gray Motor Company, Minneapolis, northwest distributors for Studebaker cars.

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Nash Shuts Down For Inventory

Kenosha, Wis., Nov. 9.—The Nash Motors Company is preparing to cease operations for a period of one week beginning today during which time it will take its annual inventory.

Night shifts at the Seaman Body Corporation plant, Milwaukee, have been discontinued and the company is now moving machinery and equipment into its new building, which when in full operation will increase the total production facilities of the company 25 per cent., according to Irving Seaman, secretary-treasurer of the company. The addition will make it possible for the company to produce 12,000 bodies per month if day and night shifts are maintained.

Production at the plant of the Ajax Motors Company, Racine, Nash subsidiary, is going on at a gradually increasing rate with little decrease reported in orders for the winter.

TOWERS OF DETROIT ON AUDIT BUREAU BOARD

Detroit, Nov. 7.—W. K. Towers, advertising manager Paige-Detroit Motor Car Company, has been reelected to the Board of Directors of the Audit Bureau of Circulations.

Service Chiefs Assemble For Chicago Sessions

(Continued from Page 1)

as S. A. E. and Service Men's Day at the show.

The program for the two days follows:—

Monday, November 9, 10 A. M.

"Maintenance for the Protection of the Car Owner," by G. F. Lord, Durant Motor Car Company.

"Designing With Consideration for Repairmen's Tool Equipment," by D. C. Hinckley of the Hinckley, Myers Company.

One p. m., Service Men's Luncheon.

"Corrosion in Internal Combustion Engines," by Frank Jardine, Aluminum Company of America.

"New Data on Engine Corrosion," by M. A. Thorne, Tide Water Oil Co.

Frank Jardine

Organized discussion of lubrication and corrosion topics.

Tuesday, November 10, 10 A. M.

"Diagnosis of Automobile Chassis Troubles," by C. L. Sheppy, J. C. Talcott and Charles Pleuthner, Pierce-Arrow Motor Car Company.

Charles Breer

"Engine and Car Troubles, Their Diagnosis and Care," by Charles Breare and John Squires, Chrysler Motor Corporation.

Prepared discussion of methods and equipment for investigating engine and car troubles.

One p. m., Servicemen's Luncheon.

"Automotive Fuel From the Service Standpoint," by T. A. Boyd, General Motors Corporation.

"New Devices for Improving Car Operation," by Donald Blanchard, Chilton-Class Journal Company.

Chicago Section Active in S. A. E.

Of the 5,600 members of the Society of Automotive Engineers throughout the United States and many foreign countries, a large number who are located in Chicago and the surrounding territory are organized locally as the Chicago section of the S. A. E. and hold monthly meetings except in the summer months. The first meeting of the present season under the new officers for 1925 was a get-together golf tournament and dinner with the members of the Milwaukee section at the Wilmette Golf Club on October 23, when the Chicagoans carried off the first three golf prizes.

T. A. Boyd

Officers of the Chicago section for this year are: Chairman, Walter J. Buettner, secretary of the Bendix Enginering Works; vice-chairman, F. C. Mock, research engineer of the Stromberg Motor Devices Company; treasurer, J. W. Tierney, sales engineer of the Electric Storage Battery Company, and secretary, F. G. Whittington, chief engineer of the Stewart-Warner Speedometer Company.

Mr. Buettner is a native Chicagoan, who started his business career as a private secretary in the Commonwealth Edison Company, and was successively connected with the Chlorine Products Company as consulting accountant, the Air Device Company, as treasurer, and from 1919 to date with the Bendix Company as secretary.

Mr. Mock was born in Dayton, O., and received his technical education at the University of Wooster and Western Reserve University. For two years he served as draftsman for the Frank B. Stearns Company in Cleveland, and for five years was chief draftsman and assistant engineer for the Royal Tourist Car Company of the same city. He also served as assistant engineer and engineer, respectively, for the Dayton Motor Car Company and the Consolidated Car Company, and is now research engineer for the Stromberg Motor Devices Company. He has been a member of the S. A. E. for the last fifteen years and has presented a number of valuable papers at its meetings, including one on spring suspension at the semi-annual meeting last June.

F. C. Mock

Mr. Tierney is another native Chicagoan and studied engineering at Armour Institute of Technology. His professional work was begun with the Cline Electric and Manufacturing Company as designer and draftsman, but from 1917 to 1919 he was an officer in the army air service. For the last six years he has been operating engineer for the Electric Storage Battery Company.

Mr. Whittington was born in Pentwater, Mich., and studied electrical engineering at the University of Michigan. After serving for a year as foreman of a garage in Denver, he spent six years as draftsman for the Haney Electric Company of Flint, Mich., and engineer for the Sparks-Withington Company of Jackson, Mich. In 1916 he went with the Stewart-Warner Company as foreman, and subsequently was promoted to the position of chief engineer. He joined the S. A. E. in 1919.

FLORIDA EMBARGO HITS PEERLESS SHIPMENTS

Cleveland, Feb. 7.—With carloads of Florida-bound automobiles embargoed and stopped in the railroad yards of Savannah and other Southern cities, officials of the Peerless Motor Car Company today were seeking other means of delivering their cars across the Florida state line.

Florida orders continued to be received as road conditions for driving cars from Atlanta and Savannah into Jacksonville grew worse. Shipments by coastwise steamer from New York and by rail and steamer via New Orleans were being considered by Peerless officials.

CHICAGO MOON-DIANA OPEN NEW RETAIL BRANCH

Chicago, Nov. 7.—The Quinlan Motors Company, Moon and Diana distributor, 2645 South Wabash Ave., announces the opening of its new retail branch at 2029 South Michigan Ave.

F. E. Walsh, former Moon and Diana distributor of Des Moines, is in active charge as manager. Quinlan also announces the opening of a service station at 2645 South Wabash Ave. for the convenience of Moon and Diana owners and dealers.

Firpo Awarded Moon And Diana Franchises

St. Louis, Nov. 7.—The company of Luis Angel Firpo, the noted athlete and pugilist contender for the heavyweight championship of the world and now a successful merchandiser of automobiles, has been granted the Moon-Diana franchise for northern Argentina.

It is said $150,000 has been expended by Firpo on his elaborate display rooms, which are patterned after the showrooms of New York's famous auto row.

GAS JUMPS 3 CENTS PER GALLON AT CEDAR RAPIDS

Cedar Rapids, Ia., Nov. 7.—Gasoline prices made a 3-cent jump here yesterday morning, retailing at 20½ cents. Significance is attached to the Supreme Court decision in South Dakota stopping the state sale of gasoline, which has tended to keep the Middle West prices at low level.

Lincoln, Neb., Nov. 7.—Nebraska has chosen green and black in preference to red and white for its 1926 license tags. The choice was made after it was learned the former color combination could be purchased cheaper than the latter. The 225,000 tags ordered for 1926 will cost $50,000.

Today's Standing in the Time Payment Poll

BALLOTS received to date from automotive dealers expressing their opinion as to what the maximum down payment should be and the maximum time for complete payments:—

	No. Votes.
One-quarter of purchase price	36
One-third of purchase price	675
One-half of purchase price	141
Eight months	20
Ten months	31
Twelve months	672
Eighteen months	129

Average per cent. of sales in which a used car is taken to cover first down payment, 75.

TOLEDO-DETROIT PLANTS AT PEAK

Toledo Employment Down a Bit, But Change Is Negligible

TOLEDO, Nov. 7.—Payrolls in the automotive plants here have been narrowed down slightly during the last week, with the first indication of a slackening in production in the local plants.

Reports of fifty-one plants, however, show 28,482 workers employed, as compared with 17,067 at the same time a year ago. This is a net decrease of 37 over last week.

Gains in building and some specialties have taken up the slight decreases at the Willys-Overland and Electro Auto-Lite. The change is almost negligible. Plants here have gained 5,000 workers in the last eleven weeks.

Indications are that most of the plants will continue at very near peak schedules for the rest of November.

STILL CLIMBING

Special from A. D. N. Detroit Bureau

Detroit, Nov. 7.—Another new high record in industrial employment in this city is recorded this week, according to the Employers' Association, which reports a total of 266,847, an increase of 199 over the preceding week. This total is a gain of 72,698 over the corresponding period of 1924. The increase is mainly in the automobile and accessory plants.

PORTLAND FIRE DAMAGES AUTO DEALERS $35,000

Portland, Ore., Nov. 7.—Fire swept the upper floor of the building occupied by Wentworth & Irwin, Nash and Ajax distributors, last night, causing $35,000 damages. Thirty-nine autos burned, but were 80 per cent. insured. A large stock of new and used automobiles was backed out of the rear door before the fire gained headway, escaping the flood of water which poured down from the upper section, used as shop. The building was insured for practically its full value.

R. D. BURCH NEW HEAD OF ROCHESTER AUTO ASSN.

Rochester, N. Y., Nov. 7.—Raymond D. Burch, head of Burch-Buell Motor Corporation, was elected president of the Rochester Automobile Dealers' Association for the ensuing year at the annual meeting of the association last week. Burch succeeds H. E. Hansen, Packard distributor. Other officers elected were: Vice-president, James J. Williams; secretary, Oscar W. Stanley; treasurer, Charles W. Frisbie.

POLICE RECOVER CARS

Long Beach, Cal., Nov. 7.—Up to date the Police Department, according to figures just made public, has recovered in 1925 automobiles valued at $238,199. This work has been accomplished almost entirely by a two-man auto theft detail.

Auto Registrations in Illinois Show Big Gain

CHICAGO, Nov. 7.—New passenger car registrations in Illinois during the first nine months of this year totaled 149,934, against 145,058 for a similar period last year.

The increase would have been considerably greater had not Ford registrations declined from 63,498 to 52,464, owing to temporary cut in production, due to introduction of new models.

Nine months' registration in Cook county (Chicago), with almost half the state's population of over 6,500,000, were 59,972, against 59,292 of last year.

Nash practically doubled its Cook county registrations, and made almost as good a showing in the state at large. Ajax registrations in Illinois to September 30 totaled 375, of which 326 were in Cook county.

Hudson and Essex registrations made impressive gains, especially outside of Cook county. Good increases were also registered by Studebaker, Willys-Knight and Packard.

In the General Motors group Chevrolet, Oakland, Buick and Cadillac increased. Although Dodge led Buick in the state at large, the later car was over 400 ahead in Cook County.

The figures below afford some interesting comparisons as to the buying preferences of urban Cook county and the rest of the state, which is predominantly rural.

Makes over 50 per cent of whose registrations have been in Cook county this year included Buick, Studebaker, Nash, Hudson, Chrysler, Willys-Knight, Oakland, Hupmobile, Jewett, Packard, Reo, Flint and Cadillac.

On the other hand, down-state buying was heavier in Ford, Chevrolet, Dodge, Overland, Essex, Star, Maxwell and Oldsmobile, which in the main are in a lower price group than the cars principally purchased in Cook county.

The following table shows nine months' registration in Illinois and in Cook county for makes whose Illinois registrations this year exceeded 1,000:—

	Illinois		Cook County	
	1925	1924	1925	1924
Ford	52,464	63,498	13,972	19,895
Chevrolet	17,637	15,582	6,325	5,527
Dodge	9,925	9,301	3,865	3,578
Buick	8,343	7,897	4,276	4,379
Overland	6,659	6,081	1,600	1,644
Studebaker	5,783	4,026	3,076	2,029
Essex	5,471	3,191	1,987	1,739
Nash	4,656	2,546	2,770	1,391
Hudson	3,941	2,574	2,035	1,601
Chrysler	3,649	779	2,272	506
Willys-Knight	3,303	2,565	2,075	1,727
Star	3,212	3,148	416	676
Oakland	2,421	2,099	1,264	1,104
Hupmobile	2,282	2,409	1,248	1,417
Maxwell	2,228	1,956	1,055	968
Jewett	2,100	1,997	1,099	1,097
Packard	1,702	945	1,278	686
Oldsmobile	1,488	1,771	590	793
Reo	1,436	1,024	930	683
Flint	1,180	829	983	653
Cadillac	1,137	964	839	679

FIRESTONE AND SEIBERLING TO ADDRESS N.T.D.A.

To Be Principal Speakers at Convention In St. Louis

ST. LOUIS, Nov. 7.—Two high executives in the nation's tire industry have accepted invitations to speak at the convention of the National Tire Dealers' Association at Hotel Chase, here, November 17 to 19.

The completed program was made public today by C. V. Quinn, chairman of the convention committee of the Associated Tire Dealers, Inc., of St. Louis.

Harvey S. Firestone, president of the Firestone Tire and Rubber Company, Akron, O., who for many years has been a leader in the opposition to the rubber plantation monopoly of Great Britain, will speak on the opening, Tuesday, on "The Crude Rubber Situation."

F. A. Seiberling, who was a leader in one of the largest rubber and and tire companies in the United States before he started the Seiberling Rubber Company, Akron, O., will speak on "The Tire Dealer" at the banquet, which will conclude the convention Thursday evening.

An address on the opening day will be delivered by Paul W. Brown of St. Louis, editor and publisher of the Executives' Magazine, on "The 1920 to 1925 Business Revolution, and the Wheels on Which It Runs."

The Rev. Ivan Lee Holt, pastor of St. John's Methodist Episcopal Church, will open the convention with prayer.

Other St. Louis speakers will be Mayor Miller, A. P. Woehrle, president of the Associated Tire Dealers, Inc., of St. Louis; C. V. Quinn, chairman of the convention committee, and Robert E. Lee, manager of the St. Louis Automobile Dealers' Association.

Air Express for West Planned

Salt Lake City, Nov. 7.—Byron L. Graves of Los Angeles, Western manager for the Ford Motor Company and treasurer of the Western Air Express, while here announced plans for launching the Western air express between Salt Lake City and Los Angeles as the first step toward establishing a transcontinental air express and passenger service.

Mr. Graves is now on his way to Detroit, where he will inspect and make trial flights with the first of the fleet of big Ford Stout all-metal planes under construction for the first real attempt at commercial air service in the West.

As he was leaving the city he said the government is anxious that the mail contract to be undertaken by the company may become effective by March 1, and he hoped that this would be possible. Present plans were for putting seven ships in the air on that date, and they are expected to include some of the Ford Stout eight-passenger carriers.

Mr. Graves said that at first only mail and express matter will be handled under the contract, but that within eight months regular passenger service between Salt Lake City and Los Angeles was expected to be put into operation. This would, he said, bring the two cities within six hours of each other. The Western Air Express is to have a terminus in this city and the shops and headquarters will be in Los Angeles.

In the New and Used Car Marts

New Car Demand Still Exceeding Available Supply

Evansville, Ind., Nov. 7.—Insufficient number of cars to meet demand was declared by retail dealers here as a controlling factor in retarding to a large extent the number of sales of new cars of the smaller types during October. In general, the month was ranked as being good, nine retail dealers reporting disposal of 230 cars. Of the fourteen dealers reporting, eight declared gains of from 20 to 400 per cent. over October of 1924.

The advent of the new Fords was a big factor in boosting sales. Harry A. Lang, sales manager of the A. L. Maxwell Company, claimed the best month in three years. The Eckler Motor Company sales representative expects the company to duplicate the October record this month, stating, "We could sell more cars if we had them to sell."

One dealer in the heavier type of car noted the trade-in as somewhat of a deterrent to bigger sales volume, prices asked for used car trade-ins being considered in excess of real service value. Several dealers in the heavier models noted a slowing up in the seasonal advance but express confidence that the fall market will show up with material results in sales.

In view of the several periods of bad weather noted here last month, several dealers in the heavier models who serve rural sections are observing the skies, and hoping to have good weather as aid to better business.

LONG BEACH, CAL.

Long Beach, Cal., Nov. 7.—This city is in a better position to buy new motor cars than it has been for many months past. Practically all of the city's varied industrial plants are now working to capacity, while renewed activity in the northwest extension of the Signal Hill oil field is giving employment at high wages to many men. The harbor development, too, is accounting for a good many workers, while building activity now is overshadowed only by the boom days of 1923.

With the threat of cold, wet weather descending on Southern California at any time now, for it's annual three month's sojourn, buyers are interested only in closed models.

R. L. Crocket, sales manager for H. O. Melone, Ford dealer, states that their new car business is the best that they have ever experienced. He states that the Ford plant in Los Angeles is working to capacity to fill the orders that are coming in.

H. E. Heber of the Lloyd K. Hillman Company, Chrysler dealers, concurs with Mr. Crocket in regard to the general state of the motor car business in Long Beach.

Many of the dealers handling the lighter type of cars and those taking a low down payment are away behind in filling orders, their chief difficulty, it would seem, is not to make sales, but rather to make deliveries.

COLUMBUS, O.

Columbus, O., Nov. 7 (U. T. P. S.).—New car sales in Franklin county, where the city of Columbus is located, increased 50 per cent. in October as compared with the corresponding month last year. These records are shown in the monthly report of County Clerk Harold Cockenbach, who is compelled to keep records of bills of sale on all automobile transfers under the Ohio anti-theft law.

Winter Tops on Used Cars Help Stimulate Sales

Rochester, N. Y., Nov. 7.—Used car stocks in the hands of dealers here are less than last year, according to a survey made last week. Lack of demand for open models has prompted most dealers to refuse them in trade or offer very little if they do accept them.

Open models seem to go better when winter tops are installed on them. The cold weather has caused several dealers to put these all-year tops on their models in order to move them.

Frank MacDonald, advertising manager of Mabbett Motor Car Company, Cadillac distributors, says that their used car stock is nearly all cleaned up.

Roy Showman of Shewman Kreppenneck, Velie distributors, stated that his used cars were moving in good shape. Last week, the firm abandoned a special used car showroom because they were practically sold out.

TOPEKA, KANS.

Topeka, Kan., Nov. 7.—While business in new cars is on the upgrade, business in used cars has taken a slight slump for two reasons, the dealers declare.

First, many buyers of used cars were prospects for new cars, but took used cars rather than wait for new models. Now new cars are on the market and ready for instant delivery, and there are no more of those sales.

The second reason is in that the supply of used cars has dwindled to a low mark, it being estimated that in all dealers' hands there are stocks that will not total more than $110,000 in value.

"When we were hard up for new cars to deliver, we pushed used cars. Now we have new cars and sell used cars only when they are asked for," said C. M. Green, sales manager of the A. B. Kirkpatrick Chrysler agency. "Of course, that means that we will have to dig on the used cars again later, but the used car market is becoming stable and we don't need to worry about it."

"It's a scarcity of used cars that has caused the slump right now," said George Badders, Ford dealer. "We could sell good used jobs all right if we had them, but they are not on the market—or the owners are not letting them loose, despite the advent of the new model."

CONCORD, N. H.

Concord, N. H., Nov. 7.—In general, dealers throughout Concord have more used cars on hand this week than they had last week. In many instances buyers have turned in their cars for new ones to be delivered in the spring.

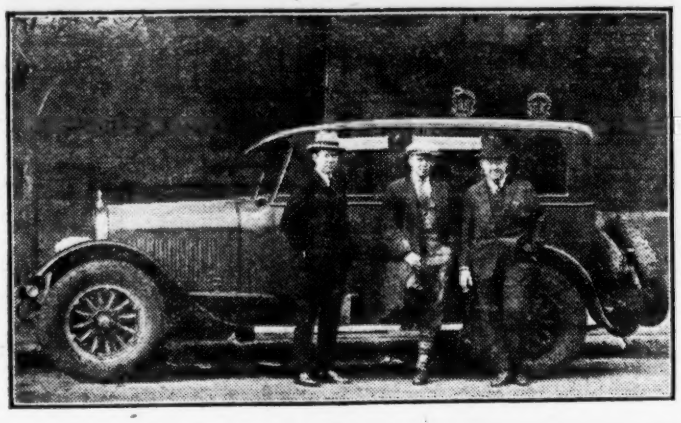
More closed cars are being turned in than open cars and the market for them is only fair. The price they bring is not as good as it was several weeks ago.

MINNEAPOLIS

Minneapolis, Minn., Nov. 7.—Last week showed a substantial increase in used car sales in closed models but the increase is not typical of the steady demand for several used car dealers have conducted special sales campaigns which met with a fair response.

Very few used cars in open models are being disposed of at this season dealers report, the demand being chiefly for closed cars. Used cars equipped with balloon tires appear to find an easier market than those without.

SCORING BIG—One of the latest Stutz sedan models furnishing the background for (left to right) E. S. Gorrell, Stutz vice-president; Carson Bigbee, Pittsburgh Pirate outfielder; and F. E. Moskovics, Stutz president. Bigbee paid a visit to the Stutz plant in Indianapolis to watch the construction of the sedan being built for him.



With the Distributors

MEMPHIS OLDS BRANCH ESTABLISHES NEW RECORD

Memphis, Tenn., Nov. 7 (U. T. P. S.).—During October, the Memphis branch of the Olds Motor works sold and delived more Oldsmobiles, wholesale and retail, than in any of the twenty-three months of its existence. Retail sales in Memphis and vicinity and tri-state volume were very high.

WACO, TEX., BOASTS REAL AUTOMOBILE ROW

Waco Tex., Nov. 7.—Automobile row started here two years ago, when one distributor ventured to locate his new home about a block west of the main business section.

Others followed suit. Now brand new homes of the Hudson, Packard, Essex, Chrysler, Maxwell, Buick, Studebaker, Ford, Reo, and Dodge dealers and distributors adorn the single block on Austin Avenue, which corresponds to Main Street in many places.

DODGE DISTRIBUTORS LEASE NEW HOME

Chicago, Nov. 7.—The Dashiell Motor Company, Dodge Brothers distributor, has leased the former home of the Locomobile at 2522 Michigan Ave., and will shortly open the establishment as a used car emporium. The Dashiell company operates four branches in addition to the main store and executive quarters at 2542 South Michigan Ave.

NASH DISTRIBUTORS APPOINTING NEW DEALERS

Memphis, Tenn., Nov. 7 (U. T. P. S.).—Erwin-Hicks Motor Company, distributor of the Nash car, is establishing many dealers in the Tri-States and in page publicity is telling of new prices and new features of the Nash.

Automobile Sales Establishing New Records in Texas

Dallas, Tex., Nov. 7 (U. T. P. S.)—The volume of business done in automotive lines in Texas this year will probably establish a new record. All lines of the trade have been active since the first of the year and it appears the trade will continue good for the remainder of the season.

During the first ten months of 1925 more new automobiles were sold in Texas than for the entire year of 1924, according to estimates made by persons closely in touch with the situation. At Dallas, the actual retail sales of new cars have averaged about 1,200 a month. That is a fair representation of sales in other sections of Texas. San Antonio has been pushing Dallas closely for first place in automobile sales, and Houston has not been far behind.

The new car business in Texas during the present year will amount to around $130,000,000, automobile dealers and distributors estimate. That will establish a record, not in money value of cars sold, but in number of cars, it is said.

Those closely in touch with the used car business in Texas estimate the number of used cars disposed of has been larger than the number of new cars. The value of these cars, however, is far below that of the new cars.

BUFFALO BANKS RUSH TO BUY ARMORED CARS

Buffalo, Nov. 7.—When hold-up men attacked the non-armored cash car of the Bank of Buffalo branch of the Marine Trust Company last week and got away with $93,000 in money after killing two guards and wounding a third, they precipitated a rush locally for automobiles of the armored type.

for Economical Transportation

CHEVROLET

There is a huge market for the used cars taken in on Chevrolet new car sales. Almost anyone can afford this lowest cost transportation. So Chevrolet dealers move their used cars easily and quickly with little worry or bother.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring	$525	Coupe	$675	Commercial Chassis	$425
Roadster	525	Coach	695	Express Truck Chassis	550
		Sedan	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

Automotive Daily News

"Of, By and For the Entire Automotive Industry."

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The A. E. A. Convention

ONE of the really important events of the automotive year is now in progress. The Automotive Equipment Association this week holds its annual convention and exhibition at the Coliseum in Chicago. This yearly event has come to be accepted by the automotive distribution industry as the official end of one year and the beginning of another.

At the great exhibition of automotive parts and equipment, jobbers and buyers of other classes expect to find the index of twelve months' progress in manufacturing. The makers of equipment here present for the first time the results of their year's work in the shape of new devices and developments and refinements of their traditional lines.

In this way the jobber is able to compare and select the lines that his salesmen will carry to the automotive merchants during the coming season. The dealer is able to examine at leisure the new devices and ingenious improvements that will mean more business over his counter.

It would be impossible to overestimate the importance of the exhibition feature of the A. E. A. gathering. In addition this general get-together in Chicago affords the manufacturers a chance to thrash out questions of moment to the industry as a whole. This year the A. E. A. is joining forces with the service convention of the S. A. E. for co-operative work, which should bear fruit in the months to come. Chicago becomes the capital of motordom for the next six days.

Enter the Diesel

TO students of automotive progress it will not be a surprise to find the Diesel engine entering the truck and tractor field. The event has been foreshadowed for a number of years.

At any rate, the Benz Motor Works, the famous German manufacturers, are placing a two-cylinder, four-cycle Diesel principle, truck and tractor engine on the market. This power plant works on a constant pressure cycle, with a compression of 450 pounds to the square inch. The fuel is sprayed into the combustion chamber and ignited by the heat of the compressed air. The engine develops 30 horse power at 800 revolutions per minute.

The economy of the Diesel type engine would seem to give it a distinct chance in commercial fields where economy is the most important factor.

Here's the opinion ballot below. Please tear it out, check your opinions and mail it to us today!

Editorial Department, Automotive Daily News,
25 City Hall Place, New York City.

Gentlemen: In response to your inquiry we believe that the following method is the most satisfactory in making sales under the deferred payment plan:—

The cash payment should be:—

One-quarter of the purchase price.....☐ Yes. ☐ No.
One-third of the purchase price.....☐ Yes. ☐ No.

The maximum period allowed for completing the payments should be:—

Eight months .....☐ Yes. ☐ No.
Ten months .....☐ Yes. ☐ No.
Twelve months .....☐ Yes. ☐ No.
Eighteen months .....☐ Yes. ☐ No.
Do you favor an even longer period.....☐ Yes. ☐ No.
What per cent. of new car sales are made with a used car taken to cover the first down payment?.....

Firm name .....

Address .....

Individual .....

Result of balloting to date will be found on Page 2.

Our Own Automotive Family Album — By Kessler

The Boyhood Days of Our Industry's Leaders

The Observer

Here's the champion automobile man of America.

Not for the number of automobile sales he made or the cash volume of his business, but for fighting spirit even in the face of darkness.

He is Dan Mercure, Overland dealer in the little hamlet of South Rockwood, Mich.

His place is so small you have to look twice on the map before you find it.

Recently Mercure had both legs broken in an accident and was flat on his back in bed all bound up in plaster casts.

This, however, didn't stop his business—in fact, he found it an asset.

He had the local telephone company quickly rig up an extension, and he called in all the town's people and country folk for miles around—who had enough to make a down payment on an automobile.

In a communication to the Willys-Overland factory to rush cars to him, it was found that he had sold nine new Overlands in eleven days—his greatest record for a like period.

Mercure is a good example of what can be done—if the automobile salesman decides to do business.

Those salesmen who think the world is against them would have fallen to depths of depression heretofore unknown had Mercure's lot fallen to them. It's the old story of turning misfortune into profit and it can be done, as this villager has shown.

Dan Mercure should move to a big city—men like that are in demand in the bigger business fields.

A. A. A. RACE TO BE HELD AT CHARLOTTE, N.C., NOV.11

Washington, D. C., Nov. 7.—The next automobile contest under the auspices of the American Automobile Association will be held at Charlotte, N. C., November 11, Armistice Day. There is an assurance of good entires to make the contest interesting.

GRAND RAPIDS DEALERS HOLD AUTO SHOW IN FEB.

Grand Rapids, Mich., Nov. 7.—February 22 to 27, 1926, are the dates named at a meeting of the Passenger Car Dealers' Association for the annual Grand Rapids automobile show. Wyns Pemberton of the Thomas-Krapp Motor Sales Company, Ford dealer, has been named chairman of this year's show.

Peoria to Hold Annual Show 3d Week in Feb.

Peoria, Ill., Nov. 7.—At a meeting this week of the Peoria Automotive Association, it was decided to stage the fifteenth annual automobile and accessory show the third week of February. A committee to handle the coming event was appointed, comprising P. K. Norman, A. G. Thede, L. E. Graham, Bruce Rutherford, and C. A. Roadstrum.

Coming Automotive Events

NOVEMBER

7-15—Sao Paulo, Brazil. Automotive Exposition.
9-10—Chicago, Ill. Society of Automotive Engineers, service engineering meeting. Hotel La Salle.
9-14—Chicago. Convention and Show, Automobile Equipment Association, Coliseum.
9-14—San Francisco, Cal. All-Western Road Show.
11—Charlotte, N. C. American Automobile Association race.
11-12—Washington, D. C., meeting rooms, Department of Commerce, Motor Truck Industries.
12-13—Des Moines, Iowa. Iowa Automotive Merchants' Association Convention.
13-14—Philadelphia. Society of Automotive Engineers, automotive transportation meeting. Benjamin Franklin Hotel.
15-21—New York City. Automobile Salon, Inc. Twenty-first Annual Automobile Salon, Hotel Commodore.
16-17—Chicago, Ill. National Association of Finance Companies, convention.
16-18—Chicago, Ill. National Standard Parts Association Show.
16-21—Detroit, Mich. Society of Motor Transportation Engineers, annual convention.
16-21—Detroit, Mich. First National Motor Bus Show.
17-19—St. Louis, Mo. National Tire Dealers' Association Convention.
26- —Los Angeles, Cal. A. A. A. 250-mile race.
26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.

DECEMBER

1- 8—Pernambuco, Brazil. Good Roads Conference.
3- 4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
5-16—Brussels, Belgium. Annual Automobile Show
7-20—Buenos Aires, Argentina. Eighth annual Argentina Auto Show.

JANUARY

—Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.
16-23—Philadelphia, Pa., Philadelphia Automobile Show.
9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
11-16—Chicago. American Road Builders' Association Annual Convention.
11-16—New York City. National Automobile Show.
14—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
16-23—Cincinnati, Ohio. Automobile Show.
16-23—Milwaukee, Wis. Automobile Show.
16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
23-30—Cleveland, Ohio. Automobile Show.
23-30—Baltimore, Md. Twentieth Annual Automobile Show.
23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
26—American Road Builders' Association. Good Roads Week.
26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
27—Detroit, Mich. Michigan Automotive Trades Association. Sixth Annual Convention.
27- —Detroit, Mich. Sixth Annual Convention.
30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.
30-Feb. 6—Washington, D. C., Automobile Show.
30-Feb. 6—San Francisco. Tenth annual Pacific Automobile Show.

FEBRUARY

1- 6—Chicago. Chicago National Show.

Value of 11 Motor Stocks Rises 1 Billion

REMARKABLE GAIN SHOWN IN A YEAR, DUE TO EARNINGS

Securities of 11 Companies Jump From 900 Million to 2 Billion

NEW YORK, Nov. 7.—Over a billion dollars has been added to the value of eleven leading motor companies as represented by quotations on the New York Stock Exchange, compared with a year ago. Securities of these companies are currently selling at an aggregate of nearly $2,000,000,000, comparing with just under $900,000,000 at this time last year.

Prices of motor securities have closely followed the trend of earnings, as shown by the nine months' statements of income just issued. The most spectacular advances have been shown by companies making the greatest strides in earnings. Chrysler is a noteworthy example. Earnings of this company in the first nine months of 1925, after estimated Federal taxes, were $14,240,875 against $2,009,083 in the corresponding period last year, a sevenfold increase. At the end of October, 1924, the common shares of the Maxwell Motor Company, predecessor to the Chrysler Corporation, were selling at 21. They are now quoted around 240.

However, the market value of all Chrysler securities bears practically the same relation to earnings as a year ago. Thus earnings in the first nine months this year were equal to 7.4 per cent. of the $190,000,000 of Chrysler's current market valuation, against 6.7 per cent. of the $29,900,000 valuation last year.

Combined earnings of the eleven companies for the first nine months of 1925 were $179,488,209, a gain of slightly more than $100,000,000 over the $78,147,995 shown for the corresponding period of 1924. On this basis, Wall Street in its appraisal of the motor securities has evidently capitalized the $100,000,000 increase in earning power at the ratio of ten to one in placing thereon a good will valuation of approximately $1,000,000,000.

The following table compares nine months' earnings in 1925 and 1924:—

	Nine months 1925	1924
General Motors	$74,243,966	$37,416,413
*Chrysler	14,240,875	2,009,083
†Hudson	16,722,269	6,317,469
*Dodge	19,302,874	9,858,673
‡Packard	10,318,328	3,643,735
Studebaker	15,157,226	9,703,679
Nash	11,133,411	4,325,241
Overland	13,638,881	2,811,134
Hupp	2,735,746	1,182,342
Moon	1,123,725	526,072
Pierce-Arrow	970,908	354,154

*After estimated Federal taxes.
†Quarter ends August 31.
‡Year ends August 31. Figures represent difference between nine months' net and balance shown for full year.

This Year and Last

In the following table are total market valuations in 1925 and 1924 represented by market prices for all securities outstanding:—

	Market value 1925	1924
General Motors	$841,712,000	$398,000,000
Chrysler	190,485,000	29,900,000
Hudson	154,440,000	35,640,000
Dodge	249,625,000	185,300,000
Packard	111,720,000	42,600,000
Studebaker	137,900,000	82,785,000
Nash	144,675,000	56,400,000
Overland	108,000,000	40,000,000
Hupp	22,845,000	12,336,000
Moon	7,020,000	3,420,000
Pierce	25,650,000	10,715,000

The tables above give a good impression of the relative size of General Motors. Out of total earnings of $68,387,036 in the third quarter of this year, General Motors earned $28,161,730 or 41 per cent.; and in the nine months, out of total earnings of $179,488,209, General Motors earned $74,243,966 or approximately the same percentage.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925 High	Low	Div.		Sales	High	Low	Close	Net Change
20	13	....	Advance Rumely	100	19¾	19¾	19¾	— ⅛
15⅞	10	....	Ajax Rubber	7,100	12½	11¾	12¼	+ ⅝
95	71½	6	Allis-Chalmers	4,600	92	89¼	91	+ 1½
54½	26⅛	....	Am. Bosch Magneto	20,700	35⅝	34⅛	34¾	+ ¼
2	⅝	....	Am. Bosch Mag. rts.	15,955	1	½	⅝	....
14¾	11¼	1	Am.-La France	300	13½	13⅜	13⅛	....
44½	27	1.50	Briggs Motor Co.	2,000	30½	30	30⅞	+ ½
52	27½	3	Chandler Motor	2,800	47⅝	46½	47	+ ¼
55	44½	4	Chicago Yellow Cab	100	52	52	52	+ ½
253	108¼	....	Chrysler Motor	7,800	241	238¾	239⅞	— ⅛
111½	100⅛	8	Chrysler Motor pf.	200	111	110	111	— ¼
15½	8¼	.80	Continental Motors	13,200	13⅛	12⅞	13	— ¼
48¾	21¾	....	Dodge Bros. A	11,400	45⅝	45⅛	45⅛	— ⅝
91½	73½	7	Dodge Bros. pf.	2,400	88⅝	87⅝	88⅛	— ¼
28⅞	10½	2	Eaton Axle & Spring	3,100	28⅛	27⅝	28	+ ⅛
75⅝	60¾	4	Electric Stor. Battery	7,600	75¼	74	74⅞	....
5½	1⅛	....	Emerson-Brant	2,200	4¼	4	4	+ ⅛
26¾	8	....	Emerson-Brant pf	1,200	23	22½	22⅞	+ ⅞
124¾	60¼	5	Fisher Body	11,600	124⅞	121⅝	123½	+ 2½
28¾	10½	....	Fisk Rubber	53,800	28¾	26½	28	+ 1⅜
114¾	75½	7	Fisk Rubber 1st pf.	1,500	110	108½	109⅞	+ 1⅛
38⅞	28⅞	2.50	Gabriel Snubber	2,900	37⅞	37⅛	37⅛	....
16¼	4⅛	....	Gardner Motors	800	10¼	10	10	+ ¼
145¼	64⅝	7b	General Motors	133,300	149⅝	144	147¾	+ 3⅝
114½	102	7	General Motors 7s pf.	600	114	113½	114	+ ⅛
26⅝	12½	....	Glidden Co.	1,600	25	24¾	24¾	— ⅛
73⅞	36¾	4	Goodrich	13,200	74¾	73½	74	+ ¼
101	92	7	Goodrich pf	200	101	100¾	101	....
114⅝	86⅛	7	Goodyear pf	1,100	113½	113	113½	+ 1
108	103	8	Goodyear prior pf.	300	107¾	107½	107¾	+ ¼
49½	30	3.50b	Hayes Wheel	4,300	48	47¼	48	....
139½	33¾	3	Hudson Motor	38,600	133⅞	129	131	— ⅝
31	14¼	1	Hupp Motor	19,900	29¾	29	29¼	— ⅝
24	13	.50	Indian Motocycle	800	22½	22	22¼	— ⅛
65	35⅝	3	Jordan Motor Car	4,700	62¾	61¼	61⅜	— 1⅝
21⅝	12¼	....	Kelly-Springfield	5,800	19½	18⅜	19⅛	+ ½
72	43	....	Kelly-Springfield 6s pf.	300	66	65	66	+ 3
74	41	....	Kelly-Springfield 8s pf.	1,600	68	65⅞	68	+ 3
114⅞	87	6	Kelsey Wheel	200	112¾	112½	112¾	....
3½	1¾	....	Keystone Tire	1,000	2⅞	2⅛	2⅜	— ⅛
19	11⅝	....	Lee Rubber & Tires	3,400	17⅛	16	16⅝	+ 1
242	117	6	Mack Trucks	14,700	237½	232	235	+ ¼
232	199	....	Mack Trucks 1st pf.	100	230	230	230	+ 8
106⅝	99	7	Mack Trucks 2d pf.	100	105¼	105¼	105¼	....
32⅞	10¾	1	Marlin Rockwell	500	30¾	30½	30¾	+ ¼
42	23¾	3	Moon Motors	3,900	39½	38⅝	39	— ⅛
44⅞	40¼	3.60	Motometer A	600	42	41½	41½	— ⅛
35	18	2	Motor Wheel	4,000	32¼	31½	32	— ½
21½	13	....	Mullins Body	300	17⅝	17	17⅝	+ ⅝
42½	26¼	2.40d	Murray Body	1,400	27⅛	26½	26¾	+ ½
488	192½	16b	Nash Motor	100	455	455	455	— 5
107	103¾	7	Nash Motor pf.	100	105⅝	105¾	105¾	+ ⅛
48	15	2	Packard Motor Car	13,200	46¼	45½	46¼	+ ¼
33	17¾	1.40	Paige-Detroit Motor	6,200	30⅝	29	30	— ⅝
47¾	10⅞	....	Pierce-Arrow	13,200	44¼	43	43	— ⅞
100	43	....	Pierce-Arrow pf	1,200	98¼	97	97	— 1
18	8	....	Reynolds Spring	14,300	12	11	11¾	+ ½
36⅞	15½	....	Spicer & Co.	3,200	31½	31¼	31⅛	— ⅛
84⅞	55	6b	Stewart-Warner Speed.	1,400	81⅝	80½	81¼	+ ¾
89⅝	61	6	Stromberg Carburetor	600	85¼	85	85	— ¼
68⅝	41¼	6b	Studebaker	30,500	66½	65⅝	66	— ⅝
59¾	37¾	4b	Timken Roller Bear.	6,300	56½	55¼	55⅞	+ ⅜
83⅛	23½	....	U. S. Rubber	69,300	88½	83¼	88¼	+ 5⅜
108¾	92¾	8	U. S. Rubber 1st pf.	800	106¾	106	106¾	+ 1
104½	57⅛	4	White Motor	20,300	96⅝	94½	95⅛	....
115	72¼	7	Willys-Overland pf	1,200	114	113⅝	113⅝	— ¼
32⅝	16	1	Wright Aero	400	29½	29¼	29¼	....
48¾	22⅞	....	Yellow T. & C.	7,300	34⅜	32½	33	— ¼

NEW YORK CURB MARKET

20½	18	1.50	Aero Supply A	100	20	20	20	....
29	19⅛	....	Cleveland Auto	8,000	29½	28	28½	+ ½
21	9⅞	....	Durant Motor	15,000	17⅝	16½	17⅝	+ ⅜
78	67	6	Electric Auto-Lite	1,500	76	75½	75⅝	+ ⅝
15½	6⅞	....	Fageol Motor Co.	1,000	10¾	10½	10⅝	....
47⅝	30	1.20	Federal Motor	1,500	44⅞	42⅞	43½	— 1⅜
690	462	10	Ford Motor of Canada	10	621	621	621	— 1
42⅞	16½	....	Franklin Mfg.	200	36⅞	36½	36⅞	+ 1⅝
49⅝	24⅝	....	Goodyear Tire	11,000	49	46⅞	48¼	+ 1½
72½	61¼	4	Hood Rubber	100	70⅝	70⅝	70⅝	+ ⅝
16⅞	6	....	Intercon. Rubber	2,000	16½	15¾	16	— ⅜
50	41	....	Miller Rubber n.	200	45⅛	45⅛	45⅛	+ ⅝
14⅛	4½	....	Republic M. Truck ctf.	2,500	12⅝	11½	12⅛	+ ⅜
10⅜	7⅜	....	Rickenbacker	15,500	10⅞	10⅛	10¼	....
20½	6	....	Stutz & Co.	2,500	19⅝	19	19	— ¾
12⅜	4⅛	....	U. S. Rubber Recl.	500	11¼	11⅛	11¼	+ ⅛
22	6	....	Yellow Taxi, New York	1,800	14	13⅝	14	+ ½

BOSTON

Sales		High	Low	Last
340	Hood Rubber	71	70	71

CHICAGO

3000	Auburn Auto	56¼	54	56¼
350	Bendix Corp.	35	34½	34¾
900	Cont. Motors	13⅛	12¾	12¾
2700	Hupp Motor	29⅝	29	29¼
1250	Reo	27½	26¾	27
3100	Stewart-Warner	81½	79⅞	81
400	Yel. T. & C. B	34½	34	34½
200	Yellow Taxi	52	51⅝	52

DETROIT

200	C. G. Spring	9⅝	9½	9⅝
200	Cont. Motor	13	13	13
165	Edmund & Jones	34	34	34
850	Federal Motor	43½	42	43½
350	Motor Wheel	32	32	32
1792	Packard	46	45⅝	46
300	Paige	30½	30	30
5345	Reo	27½	26¾	26¾
2612	Timken Axle	9⅛	9	9⅛

CLEVELAND

	Bid	Asked
Firestone	130	135
Firestone 6s pf.	100	...
Firestone 7s pf.	98½	100
Goodyear	46	48
Peerless	35	37

Abobe table shows Friday's stock movement, complete.

Current Commodity Prices

STEEL PRODUCTS

Semi-Finished—Gross Tons

Billets, rerolling	a35.00
Billets, forging	$40.00a41.00
Steel bars (hot rolled)	1.90a 2.00
Plates (hot rolled)	1.60a 1.70
Blue annealed sheets	2.30a 2.40
Black sheets	3.25a 3.35
Auto body	4.35a 4.40
Bands	2.40a 2.50
Cold rolled strip	3.75a 3.80
Hot rolled strip	2.20a 2.30
Pig Iron, Basic—	
Valleys	19.50a20.00
Eastern Pennsylvania	21.50a22.00

IRON AND STEEL SCRAP

(Buying prices, f. o. b., New York.)

Heavy melting steel	$12.00a13.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a10.50
No 1 cast scrap	16.00a17.00

MILL PRODUCTS

Base prices, cents per pound, f. o. b., mill.	
High brass sheets	19⅝a ....
Copper, in rolls	21⅝a ....
Zinc., spot, New York	$9.20 a 9.25
Lead, spot, New York	9.75 a10.00
Aluminum, virgin, 98a99%	28 a 29

SEAMLESS TUBING

High brass	a24.75
Copper	26.25

RODS

High brass (round ⅝ to 2½ in.)	17⅝a ..
Copper, rods, round	22⅜a ..

OLD METALS

Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York:—

Heavy machinery com	9⅛a 9⅜	11¼a11¾
New brass clippings	9⅜a 9½	10⅝a10⅞
Auto radiators	7¼a 7½	8⅝a 8½
Brass, heavy	7⅜a 7⅝	8½a 8¾
Brass, light	6⅞a 7⅛	7⅝a 8
Tea lead	5½a 5⅞	7⅞a 8⅛
Lead, heavy	6⅝a 6⅞	8⅝a 8⅞
Battery lead	4½a 4¾	6¼a 6¾
Zinc scrap	3⅞a 4	5 a 5½

RUBBER MARKET

Plantations—	Bid.	Asked.
First latex crepe, spot	$1.02	$1.03
November-December	.99	1.00
January-March	.92	.93
Ribbed Smoked Sheets, spot	1.01	1.02
November-December	.98	.99
January-March	.91	.92
Para-Up-River, fine, spot	.91½	.92½
do, coarse	—	.66
Island, fine	—	.86

SCRAP RUBBER

Inner tubes, No. 1	11 a 12
Inner tubes, No. 2	8 a 9
Inner tubes, No. 2 new	7 a 8
Tire, automobile, white ton	$60.00a70.00
Mixed auto tires	40.00a45.00

Reclaimed rubber—Tire reclaimed, 10c; shoe reclaimed, 10½c; tube reclaimed, 18½c.

OIL AND GASOLINE

MOTOR GASOLINE

Garages (steel barrels)	— a 17
Up-State New York	— a 16
Single tank cars, delivered, New York	12½aNom.

CRUDE PRICES AT WELLS

EASTERN—			
Penn. grade oil in N.Y. Tran. Co. lines	$3.15	Penn. grade oil in Buckeye P. Line Co. lines	$2.80
Bradf'd District oil in Nat. Tran. Co. lines	3.15	Cabell	1.95
Penn. grade oil in Nat. Tran. Co. lines	3.05	Corning	1.70
Gaines grade oil in Nat. Tran Co. lines	2.70	Somerset	2.05
Penn. grade oil in S. W. Pa. Pipe lines	3.05	Somerset, light	1.20
Penn. grade oil in Eureka P. Line Co. lines	2.00	Lima	1.98
		Indiana	1.78
		Princeton	1.87
		Illinois	1.87
CENTRAL—			
Wooster	2.00		
Waterloo, Ill.	1.00		
Ragland	1.00		
Plymouth	1.40		
Canadian	2.38		

Steel Average Rises To $51.31 Gross Ton

New York, Nov. 7.—A gain of 25 cents a ton was recorded in the Dow, Jones average of eight important iron and steel products this week. The average is now $51.31 a gross ton, f. o. b. Pittsburgh, against $51.06 a week ago. An advance of 50 cents a ton in Bessemer iron and $1.50 in steel billets caused the change. The present level is $6.74 lower than the 1924 high of $58.05 and 23 cents lower than that year's low of $51.54. The high so far in 1925 is $53.96, in February, and the low $50.84, early in September. The average for thirteen pre-war years was $37.11.

Aga Automobile Works Earn Net Under Handicaps

BERLIN, Nov. 7 (U. T. P. S.).—Publication of the financial statement covering the operation of the A. G. A. automobile works shows that the enterprise, in spite of inadequate financing and initial losses, has ultimately been working at a considerable profit. The success to this extent, however, offers no occasion for judging that the future income will be satisfactory.

As a result of the necessary cut in selling prices and a decrease in the monthly production from 500 to 250 cars and a second increase in manufacturing costs, there probably will be a noticeable diminution in income. Whether this decrease in profits can be to a large measure compensated by organization is doubtful, for in an industry such as the A. G. A. manufacturing costs and material price represent about 70 per cent.

The statement is as of August 31, 1925. Assets and liabilities total 16,400,000 marks each. Included in the assets are: Land, 2,200,000 marks; buildings, 3,300,000 marks; machinery, 2,700,000 marks; stock, 7,100,000 marks; cash, checks and notes, 26,000 marks.

Included in the liabilities are 6,600,000 marks of capital stock, notes payable 1,400,000, loan of the Svenska A. G., 1,100,000 marks, bills payable, 4,400,000 marks.

The amount due banks is 707,000 marks and notes of exchange come to 411,000 marks, bringing total liabilities to 9,324,528 marks.

There is a total of 9,266,096 marks in factory stocks to cover this, so that only 58,432 marks are not accounted for. In addition there is the unliquidated debt to the Hugo Stinnes G m b H of 1,500,000 marks, so that there is a deficit in fluid assets of 558,432 marks.

MACK EARNINGS GREATEST EVER

Sales for Fiscal Year to Total Approximately $65,000,000

NEW YORK, Nov. 7.—Earnings of Mack Trucks in the third quarter of its fiscal year established a new high record and practically doubled the earnings in the third quarter of 1924.

Net of $2,614,205, equal to $6.86 a share on the 339,730 common shares, exceeded the full year's dividend of $6 on the issue and compared with net of $1,345,321, or $3.75 a share, in the corresponding period of last year on 283,109 common shares then outstanding.

For the first nine months of the year. Mack has earned $7,268,053, or $18.88 a share on the increased number of shares. Of this only $2,382,094 has been distributed to preferred and common shareholders, leaving $4,885,959 to enrich surplus account which is currently around $35,000,000. That Mack has more than doubled its surplus in the past two years to a total which exceeds $100 a share on the common has led to the belief that a split-up of the shares is in view for next year with the new stock on a substantially higher dividend rate. Mack has shown its ability to earn considerably more than double the present dividend.

Its expanded facilities have been taxed to meet the demand for trucks and buses this year, with business showing a gain of more than 45 per cent. to date. While the second half of the year is normally smaller than the first half, business in current six months is being maintained close to the level of the first six months. Earnings in the third quarter were at annual rate approaching $30 a share, or five times the present dividend.

It is expected that sales for the full year will closely approximate $65,000,000, which would compare with around $46,000,000 in 1924. The second half of the current year is showing a larger proportionate gain over 1924 than did the first half of the year, and it would not be surprising if net earnings for the period were within $500,000 of the results during the first half. On this basis Mack in the current quarter should earn close to $2,500,000, bringing net for the year to between $9,500,000 and $10,000,000 for the full year. After preferred dividends this would equal upward of $25 a share on the common and compare with earnings of $6,220,272, or $17.95 a share last year on 283,109 shares of stock.

Assets of Dodge Bros. Aggregate $116,061,044

Detroit, Nov. 7.—Total assets of $116,061,044 are revealed in the balance sheet of Dodge Brothers, Inc., as of September 30, 1925, adjusted to give effect to the conversion of $15,000,000 6 per cent. gold debentures converted prior to October 15, 1925. Current assets amount to $62,002,988, and total current liabilities $16,985,726. Cash on hand was $23,937,541. Surplus (including earned surplus, surplus arising upon acquisition of assets and from conversion of debentures) amounts to $30,934,875.

The general balance sheet as of September 30, 1925, follows:—

Assets: Cash, $23,937,541; United States securities, $7,154,720; marketable securities, $7,210,302; accounts receivable, $9,047,978; inventories, $14,652,448; other assets and investments, $5,230,355; land, buildings, equipment, etc., less depreciation, $48,728,961; prepaid premiums, $98,738; good will, $1; total, $116,061,044.

Liabilities: Accounts payable and sundry accruals, $12,604,388; dealers' deposits, $595,634; Federal taxes (1924), $612,711; accrued interest, $1,933,410; accrued dividends on preference stock, $1,239,583; reserve, $7,046,991; funded debt, $60,000,000; preference stock (represented by 850,000 shares), $850,000; common stock, class A (represented by 1,500,000 shares and 434,524 shares subsequently upon conversion), $193,452; common stock, class B (represented by 500,000 shares), $50,000; surplus, including earned surplus, surplus arising upon acquisition of assets and from conversion of debentures, $30,934,875; total, $116,061,044.

Seventh A. E. A. Show Is Greatest Ever Held

(Continued from page 1)

Such Gratuities Good Advertising?; Why Should Not A Reasonable Charge be Paid on Merchandise Returned?; and a discussion of current topics of interest to the automotive field in general.

Tuesday afternoon, a jobbers' divisional meeting will be held in the Gold Room of the Congress Hotel, at which a manufacturer will address the jobbers on the same subjects discussed at the morning session, showing the manufacturers' side of the question. The Replacement of Parts; Evil Effects of Gratuities to Salesmen, With or Without the Employer's Knowledge; A Fair Service Charge Should be Paid on Returned Goods, these will form the principal topics for the talk.

By means of these get-together meetings, the association hopes to foster better understanding and working relations between the manufacturer and jobber, and so benefit the accessories trade. On Wednesday, the show will be given over to motor car manufacturer service men and members of the S. A. E., who will view the show and afterwards hold a discussion on subjects of mutual interest.

On Thursday, the association will give its annual banquet and dance at the Congress Hotel, and Friday will be given over to any unfinished business and plans for next year's convention.

The show is having a decided effect on the accessories market in Chicago, dealers report, as it has aroused much interest, and dealers and jobbers of automotive accessories here are holding off on orders and sales until they have had an opportunity to view the show and get a line on the products which will be on exhibition there.

A Factory Representative of the Improved Gauge Manufacturing Company
Syracuse, N. Y.
Will Be at the Congress Hotel During the AUTOMOTIVE SHOW
He will be present to meet the trade and give detailed information about the 20 fast selling auto accessories which his company manufactures.

Among the Exhibitors at the Automotive Equipment Exhibition

ALLEN ELECTRIC MFG. CO.
Detroit, Mich.
Space No. 300
Those in attendance:—
R. J. Miller, treasurer.
R. J. Druhot, sales manager.
G. H. Allen, president.
H. H. Levene, general manager.
(Hotel Congress.)

AMERICAN PISTON RING CO.
Baltimore, Md.
Space No. 39-40-41
Those in attendance:—
W. C. Stettinius, president and general manager.
C. A. Grainger, general sales manager.
J. A. Worthington, industrial sales manager.
H. G. Erck, manager sales promotion department.
C. L. Banks, credit manager.
R. D. Pippen, assistant treasurer.
E. C. Meyers, zone sales manager.
J. E. Ruth, zone sales manager.
T. L. Ford, zone sales manager.
E. H. Jones, factory representative.
G. R. Burbank, factory representative.
R. S. Williams, factory representative.
R. W. Yowell, advertising manager.
M. J. Cromwell, sales engineer.
J. H. Meyers, sales engineer.
(Blackstone Hotel.)

APCO MFG. COMPANY
Providence, R. I.
Space No. 216
Those in attendance:—
T. F. Wilson, president.
C. D. Pettingell, director of sales.
C. H. McKean, salesman.
A. W. Bethel, Jr., salesman.
M. L. Martin, salesman.
J. E. Buckley, salesman.
E. W. Scott, manager Chicago branch.
D. W. Sharp, salesman.
C. J. McDonald, salesman.
A. C. Ries, salesman.
(Hotel Congress.)

APPLETON ELECTRIC CO.
Chicago
Space No. 357
Those in attendance:—
A. L. Appleton, president.
J. V. Painter, secretary.
A. S. Merrill, general sales manager.
C. A. Bloom, advertising manager.
F. W. Wehrheim, salesman.
N. L. Anthon, salesman.
D. A. Hakanson, salesman.
A. F. Hakanson, salesman.
J. T. McHenry.

THE AU-TO COMPRESSOR COMPANY,
Wilmington, O.
Space No. 269-270
Those in attendance:—
E. S. Lee, Jr., secretary.
Roy O'Keefe, sales manager.
(Auditorium Hotel.)

BASTIAN-BLESSING CO.,
Chicago, Ill.
Space No. 133-134-135
Those in attendance:—
M. J. LaDue, Dallas, Tex.
Harry Solomon, Syracuse, N. Y.
Harold Christie, New York, N. Y.
H. W. Carter, Toronto, Canada.
A. C. Eck, Seattle, Wash.
A. C. Swanson, St. Paul, Minn.
W. S. Reid, Kansas City, Mo.
K. W. Courtney, Los Angeles, Cal.
S. F. Morris, London.
C. G. F. Ingram, London.
C. P. Feebusch, Chicago.
E. L. Mills, Chicago.
A. L. Augur, Chicago.
Scott Wade, Indianapolis, Ind.
C. E. Guptill, Indianapolis, Ind.
S. M. Rivers, Louisville, Ky.
(Hotel Sherman.)

THE BIFLEX CORPORATION
Waukegan, Ill.
Space No. 71-72-73-74
Those in attendance:—
W. G. Pancoast, president.
W. E. Ericson, general sales manager.
J. E. Rodman, assistant sales manager.
M. B. Ericson, secretary-treasurer.

BIMEL SPOKE AND AUTO WHEEL COMPANY,
Portland, Ind.
Space No. 109
Those in attendance:—
Carl Bimel, president.
H. K. Dickes, sales manager.

BLACK & DECKER MFG. CO.,
Towson, Md.
Space No. 113-114-115-116-117
Those in attendance:—
S. D. Black, president.
R. W. Proctor, sales manager.
W. C. Allen, sales supervisor.
R. D. Black, advertising manager.
J. K. Willis, secretary.
J. M. Buchanan, sales department.
P. O. Watts, advertising department.
R. E. Mizener, industrial representative.
R. S. Mitten, manager Chicago branch.
J. K. Courim, manager St. Louis branch.
M. A. Johnson, manager San Francisco branch.
J. N. LaBelle, manager Kansas City branch.
W. M. Silliman, manager Atlanta branch.
M. D. Fox, manager Baltimore sales branch.
L. C. Gehring, manager Minneapolis branch.
A. D. Geizer, manager Boston branch.
C. M. Hall, manager Cleveland branch.
L. E. Berry, manager Dallas branch.
H. B. Hazeredt, manager Detroit branch.
E. M. Stuart, manager New York branch.
H. G. Smith, manager Philadelphia branch.
R. W. Somerville, manager Toronto branch.

BLACKHAWK MFG. COMPANY,
Milwaukee
Space No. 281-282
Those in attendance:—
Herbert P. Brumer, president.
E. G. Bott, vice-president.
C. N. Jones, manager.
(Hotel Blackstone.)
E. R. Abel.
Guy R. Cox.
Fred W. Gane.
R. A. Harper.
Dan J. Hayes.
R. W. Hutchins.
R. D. Jones
J. W. Lovelady.
R. B. Perry.
G. S. Whitaker.
H. L. Kraus.
(Hotel La Salle.)

BRUNNER MFG. COMPANY,
Utica, N. Y.
Space No. 359-360-361-362
Those in attendance:—
G. L. Brunner, treasurer and general manager.
J. J. Burke, sales manager.
P. A. Karl, export manager.
(Hotel Blackstone.)

THE BUNTING BRASS & BRONZE COMPANY,
Toledo
Space No. 356
Those in attendance:—
Carl Hune, San Francisco representative.
R. H. Patton, Southern representative.
F. G. Rodenbeck, Eastern representative.
N. M. Field, Eastern representative.
Richard Hess, Eastern representative.
A. P. Janes.
(New Sherman Hotel.)

CANEDY-OTTO MFG. CO.,
Chicago Heights
Space No. 229-230
Those in attendance:—
C. H. Thomas, president.
J. E. Thomas, secretary.
L. Z. McKee, manager of sales.
W. F. Wendel, New York branch manager.
R. D. Thomas, San Francisco branch manager.
(Blackstone Hotel.)

CHAMPION SPARK PLUG CO.
Toledo
Space No. 46-47-48
Those in attendance:—
B. A. Stranahan, president.
M. C. DeWitt, vice-president.
H. E. Butcher, vice-president.
(Blackstone Hotel.)
F. B. Caswell, vice-president, in charge of sales.
(Congress Hotel.)

CLIFTON MFG. COMPANY
Waco, Tex.
Space No. 203
Those in attendance:—
A. T. Clifton, president.
J. B. Hardin, sales manager.
John R. Sanders, salesman.

COLUMBUS McKINNON CHAIN COMPANY
Columbus, O.
Space No. 339-340
Those in attendance:—
D. S. Brisbin, general manager of sales.
W. J. Shay, sales manager, automotive division.
G. A. Hollingsworth, assistant manager, automotive divison.
J. N. Kirk, district manager.
Paul Fay, district manager.
J. D. Carmody, district manager.
J. J. O'Hara, salesman.
(Congress Hotel.)

CONTINENTAL PISTON RING COMPANY
Memphis, Tenn.
Space No. 189
Those in attendance:—
B. G. Convington.
M. H. McCadden.
P. McCadden.
J. F. Sheridan.

COOPER MFG. COMPANY
Marshalltown, Ia.
Space No. 63
Those in attendance:—
H. M. Cooper, secretary and treasurer.
(Hamilton Club.)

DURKES-ATWOOD COMPANY
Minneapolis
Space No. 341
Those in attendance:—
A. F. Durkee, president.
H. C. Atwood, secretary and treasurer.
E. C. Pierce, sales manager.
L. A. Vandersloot.
B. V. Stokes.
J. E. Davies.
C. E. Schnitker.
(Congress Hotel.)

FEDERAL-MOGUL CORP.,
Detroit
Space No. 316
Those in attendance:—
David W. Rodger, secretary and director of sales.
Jim O'Dogerty.
(Congress Hotel.)

FITZGERALD MFG. CO.
Torrington, Conn.
Space No. 297
Those in attendance:—
H. C. Thanasse, Chicago representative.
C. L. Broich, Indianapolis representative.
R. R. Rosborough, Kansas City representative.
(Hotel Morrison.)

FRAIM-SLAYMAKER HARDWARE COMPANY
Lancaster, Pa.
Space No. 96
Those in attendance:—
W. Heywood Smith, assistant sales manager.
Burt F. Groff, salesman.
Emery B. Hatch, salesman.
Michael Bloomberg, salesman.
(Hotel Brevoort.)

THE GATES RUBBER CO.
Denver
Space No. 145-146
Those in attendance:—
C. C. Gates, president.
J. H. Crary, sales manager.
E. J. Tesdell, manager of accessory division.
V. S. McNutt.
L. H. Clampit.
J. T. Brunton.
F. J. Cavender.
A. R. Pinney.
R. G. Riddell.
(Hotel La Salle.)
J. E. Jones.
(Melbourne Hotel.)

GEMCO MFG. COMPANY
Milwaukee
Space No. 284-285
Those in attendance:—
G. F. Disher, president.
E. A. Haertlein, sales manager.
A. B. Roetzer, assistant sales manager.
(Sherman Hotel.)

GENERAL ASBESTOS & RUBBER COMPANY
Charleston, S. C.
Space No. 29-30
Those in attendance:—
W. Lucas Simons, sales manager.
C. T. Begg, salesman.
Earl B. Lyon, salesman.
(La Salle Hotel.)

L. H. GILMER CO.
Philadelphia
Space No. 25-26
Those in attendance:—
J. S. Krauss, vice-president and general manager.
W. H. Smith, manager jobbing division.
S. Lukens.
H. E. King, district manager.
F. C. Cuyler, district manager.
L. B. Holton, salesman.
(Congress Hotel.)

GLADIATOR MFG. CO.,
Chicago
Space No. 240
Those in attendance:—
J. D. Casey.
H. C. McIntyre.
L. B. Zinke.
F. T. Chase.
F. L. Ross.
F. T. Bailey.
E. M. Creedon.
D. A. Browning.
R. H. Colburn.
D. E. Dalzell.

THE GLOBE MACHINE AND STAMPING CO.,
Cleveland
Space No. 159
Those in attendance:—
H. C. Nelson, sales manager.
W. F. Edwards, national sales representative.
(Congress Hotel.)

THE GRATON & KNIGHT MFG. COMPANY
Worcester, Mass.
Space No. 217
Those in attendance:—
G. A. Barnard, engineer.
E. L. Chase, assistant sales manager.
(Hotel Morrison.)
J. E. Donovan, manager Chicago branch.

THE HALL-THOMPSON CO,
Hartford, Conn.
Space No. 161
Those in attendance:—
V. W. Jones, treasurer in charge.
H. W. Lester, president.
C. B. Lamp, secretary.
(Congress Hotel.)

ERNEST HOLMES COMPANY
Chattanooga, Tenn.
Space No. 292-293-294
Those in attendance:—
G. M. Holmes, sales manager.
C. C. Shackleford, district manager.
H. B. Barr, district manager.
W. B. Moorehead, district manager.
F. L. Colwell, Jr., district manager.
E. W. Holmes, president.
(Alexandria Hotel.)

INDIANAPOLIS TOOL AND MFG. COMPANY
Indianapolis
Space No. 271
Those in attendance:—
O. X. Buehler.
W. C. Buehler.
B. H. Logan.
S. S. Lerner.
(Congress Hotel.)

JAMES MOTOR VALVE CO.
Detroit
Space No. 81
Those in attendance:—
J. H. James, president.
T. R. Walton, sales manager.
(Hotel Congress.)

JUDD & LELAND MFG. CO.
Clifton Springs, N. J.
Space No. 106
Those in attendance:—
H. B. Earle, sales manager.
(Congress Hotel.)
Norman J. Henry, sales engineer.
(Planters Hotel.)

KANT RUST PRODUCTS CORP.
Rahway, N. J.
Space No. 38
Thosoe in attendance:—
William F. Veech, president.
Chester C. Boynton, sales representative.

K-D LAMP COMPANY
Cincinnati
Space No. 79-80
Those in attendance:—
H. R. Kerans, president.
W. W. Earley, vice-president.
C. C. Clark, sretary-treasurer.
(Hotel Congress.)

KELLOGG MFG. COMPANY
Rochester, N. Y.
Space No. 19-20-21-22
Those in attendance:—
J. F. Weller, president.
J. D. Boucher, vice-president, in charge of sales.
(Congress Hotel.)

KENNEDY MFG. COMPANY
Van Wert, O.
Space No. 369
Those in attendance:—
C. F. Kennedy.
L. C. Miller.
H. P. Shriver.
R. K. Thompson.
(Hotel La Salle.)

KEYSTONE REAMER & TOOL COMPANY
Millersburg, Pa.
Space No. 168
Those in attendance:—
E. Van Blarcon, N. Y. branch manager.
A. L. Bernstein, Detroit branch manager.
Lee H. Craig, San Francisco branch manager.
W. B. Bradenbaugh, sales manager.
A. M. Roper.
(Hotel Morrison.)

(Continued on Page 10)

Why Are Battery Dealers Flocking to USL?

The Reasons

1—USL Initial Car Equipment
Means large volume replacement sales for the USL distributor.

2—USL Complete Line
Both a medium and low priced line of USL auto and radio batteries.

3—USL Quality
The quality which 10,500 USL dealers find easy to sell.

4—USL Low Prices
Meet all competition.

5—Convenient Source of Supply
There is a USL Central Distributor near you.

6—USL Exclusive Features of Construction
Fumed lead oxides; machine pasted plates; covers with moulded-in lead bushings.

1—USL Initial Car Equipment

The makers of 65% of all cars being built use USL batteries either exclusively or as partial equipment.

One USL distributor writes:

"In addition to my old customers coming back I find that USL initial equipment is bringing me new customers every day."

You can increase your present battery business by selling USL and hanging out the USL sign. Get this extra profit. Write for details on the USL franchise today!

U. S. LIGHT & HEAT CORPORATION
Niagara Falls, N. Y.

USL Pacific Coast Factory Oakland, Calif. — USL Canadian Factory Niagara Falls, Ontario — USL Australian Factory Sydney, N. S. W.

USL AUTO and RADIO Batteries

Numerous New Products Are Being Displayed

Descriptions of A. E. A. Exhibits

AUTOMOTIVE MAINTENANCE MACHINERY CO.

Chicago

(SPACE NO. 163)

Crank pin re-turning tool.

The Ammco HaLee crank pin re-turning tool is the chief center of attraction in the exhibit of the Automotive Maintenance Machinery Company of Chicago at the A. E. A. show, where its complete line is on display.

With this ingenious device crank pins may be re-turned without the necessity of removing the crank shaft. It meets the demand of garages, service stations and repair shops for a reliable precision tool to true up and refinish worn crank pins. Eight cutting blades of various lengths are standard equipment to fit pins of the common sizes.

AMERICAN HAMMERED PISTON RING CO.

Baltimore, Md.

(SPACES NOS. 39, 40, 41)

Being manufacturers of piston rings exclusively, the American Hammered Piston Ring Company of Baltimore, Md., has an exhibit of piston rings only on display at the A. E. A. show in Chicago. The American Hammered regular compression and oil-control rings are being featured in their exhibit.

ALLEN ELECTRIC MFG. CO.

Detroit

(SPACE NO. 300)

Allen Ford magneto charger A-90.

The Allen Electric Manufacturing Company, Detroit, is exhibiting practically its entire line of automotive electrical testing equipment and tools here at the show. Among the new items featured are the A90 magneto r:charger, the A80 filing fixture and a gap gauge.

Two equipment units are being shown for the first time at the show—a magnetizer for remagnetizing so-called permanent magnets and a large universal test bench designed for testing bus generators, which require a large amount of power.

APCO MFG. CO.

Providence, R. I.

(SPACE NO. 216)

Besides the regular Apco line, consisting of electric windshield cleaners, foot accelerators, anti-rattlers, timers, horn buttons, Ford rear wheel brakes, oil gauges and so forth, the Apco Manufacturing Company will show four new products for the first time at the show.

These are the No. 35 De Luxe type horn button for Ford cars, the No. 10 rear wheel brake for the new model Ford passenger cars, the No. 45 electric radiator and engine heater for private garages, and the No. 19 Shimmy Stop, designed to take wobble and shimmy out of the font wheels of the Ford car.

These items are brand new and have not yet been announced to the trade.

AU-TO COMPRESSOR CO.

Wilmington, Ohio

(SPACE NOS. 269-270)

Its complete line of air compressors is being displayed by the Au-to Compressor Company, Wilmington, Ohio, at the A E. A. show. The Oro Model E compressor is attracting particular attention. It is a single-stage, compact machine, its design being the result of years of experience in building the larger Model O compressors.

Oro air compressors for practically every need are included in the exhibit, ranging in size from 1.25 cubic feet to 13 cubic feet—suitable for motors from one-fourth h.p. to three h.p. They are both single-stage and two-stage designs and are shown in single units for line shaft drive or with tanks and fittings that can be assembled to suit individual needs.

AMERICAN BOSCH MAGNETO CORP.

Springfield, Mass.

(SPACE NOS. 90, 91, 92)

Bosch spark plug.

The American Bosch Magneto Corporation has an extensive display of its major products at the A. E. A. Show, using three booths for the exhibit. It has the redesigned Type 600 Bosch ignition system for Fords. Another Bosch unit is the throttle governor for Fordsons.

Improved types of spark plugs have also been announced recently by Bosch, the new two-piece type, P-114 plug, especially designed for Ford motors in trucks and tractors, attracting particular attention. Other Bosch units are the Bosch shock absorber, automatic windshield wiper and radio products.

AJAX AUTO PARTS CO.

Racine, Wis.

(SPACE NO. 188)

The Ajax Auto Parts Company, Racine, Wis., is displaying four models of its 1926 line of Ajax red base passenger car jacks in space No. 188. The models are presented on an attractive display stand and include an assortment of twelve jacks—four No. 10s, four No. 9s, two No. 60s and two No. 50s. The four standard models will take care of all makes of cars with either high-pressure or balloon tires.

APPLETON ELECTRIC CO.

Chicago.

(SPACE NO. 357)

A complete line of Auto Reelites and searchlights is being shown by the Appleton Electric Company at the A. E. A. show in Chicago. Reelite extension reels for flexible lighting as manufactured by this company are also being shown.

BADGER MANUFACTURING CORP.

Milwaukee, Wis.

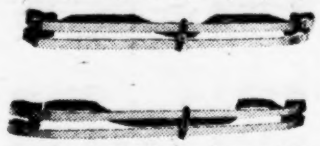
(SPACES NOS. 335, 336, 337, 338)

Badger Manufacturing Corporation, Milwaukee, Wis., is showing its bumper line at the A. E. A. show here. Among the units they are featuring are the super-guard, fender-guard, advance-guard, duo-guard and arch-guard for both front and rear ends of the car. This concern is about to move its manufacturing activities to West Allis, Wis., where it will occupy one of the most complete and modern bumper plants in the country.

THE BIFLEX CORP.

Waukegan, Ill.

(SPACES NOS. 71, 72, 73, 74)



Halladay front and rear bumper tops.

The Halladay Bulwark bumper of the Biflex Corporation of Waukegan, Ill., may be seen at the A. E. A. show. The bar is of two-inch steel with looped ends, which provide the essential recoil action under impact.

The reinforcing rear bar is attached to these ends, which are securely locked together. Black malleable clamps outlined with nickel give it distinctive appearance. The rear bumper is constructed with special cut-out for spare tires. The Halladay rear-guard will also be shown. All Halladay models are of the same design, with the exception of the Imperial three-bar bumper.

THE BUNTING BRASS AND BRONZE CO.

Toledo

(SPACE NO. 356)

Bunting phosphor bronze bushing bearings and phosphor bronze cored and solid bars are on exhibition at the A. E. A. show, by the Bunting Brass and Bronze Co. of Toledo, O. These products are being handled through the jobbing trade.

BLACKHAWK MANUFACTURING CO.

Milwaukee, Wis.

(SPACE NO. 281-282)

Blackhawk Q. D. wrench set.

A product being shown at the A. E. A. show for the first time is the Blackhawk Q. D. wrench set, packed in metal boxes, made by the Blackhawk Manufacturing Company, formerly the American Grinder Manufacturing Company of Milwaukee.

The company is also showing for the first time Blackhawk water pumps for the Overland and Chrysler cars and the Fordson tractor. Blackhawk is announcing at this time a new Rest-A-Foot throttle for Ford cars. This acts as a foot rest as well as a throttle and an automatic looking device enables the gas to be fed steadily over rough roads. A complete line og Blackhawk socket wrenches is also on display.

BLACK & DECKER MFG. CO.

Towson, Md.

(SPACES NOS. 359, 360, 361, 362) 116, 117)

The Black & Decker Manufacturing Company, Towson, Md., is displaying in addition to its standard line a new heavy duty ¼-inch portable electric drill. It has the familiar pistol grip and trigger switch control, weighs seven pounds, is unusually high-powered and has a no-load spindle speed of 3,000 r. p. m. The exhibit shows the new drill performing various operations common to the automotive repair shop.

THE BENZER CORP.

Brooklyn, N. Y.

(SPACE NO. 325)

The Benzer Corporation, Brooklyn, N. Y., has practically its entire line of products on exhibit at the show. Two items being exhibited for the first time are truck mirrors and glass insulators. The vase display is also attracting considerable attention.

BUSSMANN MANUFACTURING CO.

St. Louis

(SPACES NOS. 27, 28)

A complete line of automobile fuse protective material comprises the exhibit of the Bussmann Manufacturing Company at the show. All types of fuses for electric circuits are shown.

BRUNNER MANUFACTURING CO.

Utica, N. Y.

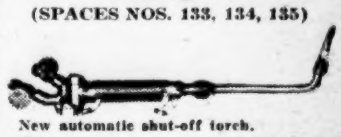
(SPACES NOS. 113, 114, 115,

The Brunner Manufacturing Company, Utica, N. Y., has an elaborate display at the A. E. A. show here, its exhibits occupying four booths. Practically its entire line of air compressors is being shown.

BASTIAN-BLESSING CO.

Chicago.

(SPACES NOS. 133, 134, 135)



New automatic shut-off torch.

Three spaces are occupied by the Bastian-Blessing Company, Chicago, at the A. E. A. show here and the complete line of regulators, torches and specialties for oxygen acetylene and carbonic gas industries are being shown.

Two special units are being featured—the company's new automatic shut-off production welding torch and the kerosene air engine cleaning outfit. The latter is used for cleaning dirty motors.

Additional lists of exhibits being displayed at the A. E. A. Show in Chicago will appear in the Automotive Daily News every day throughout the week.

At Last It's Ready—

The New Kellogg Rapid Car Washer

A new two-gun, heavy duty, efficient car washing unit possessing all the advantages of washers operated either by spray air compressors or steam process, but without their disadvantages.

Best of all it is priced within the reach of all garages.

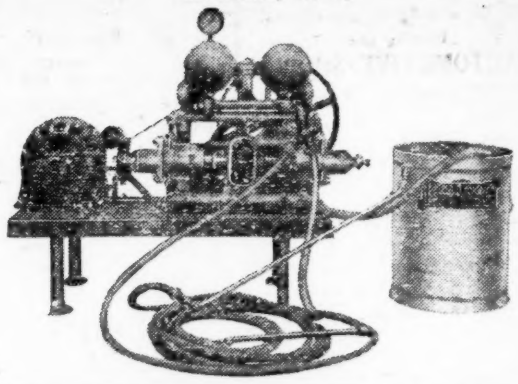
Kellogg Features:

Two guns.
Any water pressure.
Variable control.
Ranging from a fog like mist to 250 pounds pressure.
Will not injure the finish of the finest limousine.
Compact and simple.
Costs less to run.

PRICE $350.00

Kellogg Manufacturing Company

Rochester, N. Y.



DISTRIBUTORS WANTED FOR THE

DuMOR

Make-and-Break Ignition Distributor for Ford Cars, Trucks and Tractors

This newly invented Timer for Ford cars operates on the "make-and-break" ignition principle used on all of the larger cars, but heretofore not available for Fords. The "make-and-break" system is universally recognized as the most efficient. It has been incorporated in the DuMOR TIMER in a most simple and practical manner.

Repeat Orders Are Being Received From All Established Agencies.

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Blublaze Motor Specialties Corp.

45 Seventh Avenue

Long Island City, New York

Minn. to Lead in Fight On Federal Bus Control

MINNEAPOLIS, Nov. 7.—Minnesota will lead the fight against expansion of Federal control over transportation when measures providing for Federal regulation of bus companies in interstate commerce are presented in the next Congress.

The Minnesota railroad and warehouse commission will try to arrange a meeting of the Minnesota congressional delegation at Washington before the opening of the December session. Congressman Walter H. Newton of Minneapolis is a member of the House committee on interstate and foreign commerce before which the bills are to be placed.

This state has already enacted and put into effect a law which gives control over bus operations in the state to the state railroad and warehouse commission and the experiment is drawing nation wide attention as the state endeavors to accomplish the function it is now proposed the Federal government should assume. As this state is second in bus mileage the success or failure of the law will be significant.

Ivan Bowen, state railroad and warehouse commissioner, has the support of Commissioners O. P. B. Jacobson and F. W. Mattson in fighting Federal control over interstate motorbus and truck traffic on the ground that the measures to be presented in Congress call for a law which would be tantamount to invasion of state rights.

"Interference with state control would be the logical outcome if the precedents established by the Interstate Commerce Commission in control of railroad rates are to be followed out," Bowen said. "We have specific examples in the Shreveport cases for instance, including the Fargo case, where interstate rates are regulated by the federal commission but which regulation, in effect, is regulation by the Federal commission of intrastate rates.

"I have no doubt that in the Eastern states, particularly New York where most business is interstate, that there is demand for federal control over interstate bus operations. But in Minnesota passage of bills to be offered would enable the Interstate Commerce Commission constantly to interfere with bus and truck operations within the state. Higher rates on bus lines would be the inevitable outcome if once an adjustment were ordered affecting an operation within the state.

"It might be entirely possible for the Interstate Commerce Commission, if given this additional control, to determine that a rate between two points in Minnesota affects interstate operation of a railroad's passenger service. The proposed bills are to provide that the Federal commission shall take into consideration the effect of bus operation on interstate operation of trains. It might logically be determined that the rates of competing bus lines anywhere on the interstate railroad system affect the whole revenue of that system.

"Protection of the public's interests, we believe, calls for efforts to defeat this Federal proposal. State utilities commissioners have taken a strong stand against expansion of Federal control as an invasion of state rights, yet they have gone on record for Federal control over motor buses and trucks.

"A suggestion that state commissions be made agencies of the Federal government in co-operating with the Interstate Commerce Commission in administering the Federal bus control act would be unworkable, since there would be always a duty upon state commissions to protect their own constituents."

The bills before the next congressional session will bring out the same issues which confronted the last Minnesota Legislature, Bowen said. On one hand there are the railroad, electric lines and brotherhoods, a powerful group, which seeks by its measure to throttle bus operation as a competitor for steam and electric lines. Jobs of the brotherhoods' members are at stake, he said.

Newton declares, "The Federal government should not assume regulatory powers unless there is outstanding need for such regulation. I have not yet studied the bus and truck development sufficiently to form an opinion. The committee will not meet until after the session convenes in December."

BUS BUSINESS IN LA. UNDER SURVEY

New Orleans, La., Nov. 7.—To make an expert survey of the needs and potentialities of the urban and interurban bus business in Louisiana, Special Agent Wells of the Yellow Coach Manufacturing Company has established headquarters in New Orleans and is on a tour of the central portion of the state.

There are now sixty bus lines operating in Louisiana, using a total of 284 cars. Five years ago, before the start of the present good roads movement that is extending improved highways into all sections, there were but a half-dozen services using less than twenty-five conveyances, which were for the most part adapted trucks, slow and uncomfortable compared to the buses of today.

Largest of the Louisiana lines is the Teche Transfer Company, which has headquarters at Franklin and operates a system that connects New Orleans with all points in the southern and central sections of the state. It employs 100 cars of the latest type. F. J. Feight, president of the company, has announced that as soon as a bridge is built to provide a connection with the Mississippi Gulf Coast, which is New Orleans's summer playground and a winter resort for Northern residents, he will institute an hourly service between this city and that section.

Public Service Inc., operating the New Orleans street railway system, is now using twelve buses to serve as feeders for car lines and to give transportation service to new residential sections not reached by rail lines.

Studebaker Names Bus Body Builders

Richmond, Va., Nov. 7 (U. T. P. S.).—The bus body engineers of the Studebaker Corporation have selected the Carolina Body Company of Greensboro, N. C., as the official body builders for Studebaker buses in the South. Six others were selected at the same time in different parts of the country, and all will hereafter construct bodies in accordance with Studebaker specifications.

Details and prices are all to be uniform. The action of the Studebaker Corporation, it is estimated, will have an important bearing on future developments everywhere. It is believed that their plan will be followed by other bus manufacturers. The operator of the South, whose equipment consists of Studebaker buses, will now be enabled to get his repairs at Greensboro, the home of the Carolina Body Company, instead of making a long trip north. All parts will be uniform and numbered, and operators will be able to get supplies by wire to Greensboro. They will also avoid the excessive freight rates required on the old-time long shipments.

Rates and Taxes Of Texas Bus Lines Up

Austin, Texas, Nov. 7.—The press of Texas is having much to say recently about adjustment of motor transportation and express rates, especially since it has been ruled that these come under the jurisdicoffi cialbodyb uilders for Studetion of the State Railroad Commission. Conferences are being held looking to the fixing of rates and regulations for control of buses and motor trucks.

An anonymous writer in a paper at Tyler has this to say: "As a one-time driver for a bus line in Texas, I learned a little bit about tax burdens of bus lines. Here are some of the taxes that the operator of an ordinary 12 passenger bus has to dig up before he can make his first trip in any year. The line I worked for paid the following:—

Taxes in home city	$25.00
Taxes in city on line	25.00
Registration taxes	48.00
Per capita seat tax	48.00
Federal tax	20.00
Gasoline tax average	90.00
Total special taxes	$256.00

"These are all fixed, special taxes for every twelve-passenger bus operated. Then my boss had to pay his state, county, city, school and road district taxes on an ad valorem basis of his property value represented by each bus

Bus Activities

LINES CHANGE HANDS

Mineral Wells, Tex., Nov. 7.—R. C. and Temple Bowen, owners of the West Texas Coach Line, operating between Fort Worth and San Angelo through Mineral Wells, have bought from Mrs. H. S. Nelson the Red Ball Stage Line, which has been operated for five years between Fort Worth and Mineral Wells. They have also acquired the Red Ball Bus Line, operating between Mineral Wells and Cisco.

INTERNATIONAL LINE

San Diego, Cal., Nov. 7.—An international bus line is now in operation between here and Ensanada in Lower California, Mexico. The distance between the two points is eighty-five miles, and the schedule calls for the bus to leave San Diego one day and Ensanada the following day. A Federal bus is used for the service by Charles Boynton of the Boulevard Express.

QUICKER SERVICE

Milwaukee, Wis., Nov. 7.—Two additions to the bus service operated by the electric company here are being placed in operation at once. The additions change the suburban bus service from fifteen to ten-minute runs.

Electric Trucks Gain in Chicago

Chicago, Nov. 7.—It is reported by the Electric Transportation Club of Chicago, composed of manufacturers, dealers and men in any way identified with the electric truck industry, that a number of Chicago concerns have increased their electric truck fleets during the last few months.

Chief among the new users is the Bowman Dairy Company, which recently installed thirty-five electric trucks for retail delivery work on Chicago routes. As the electrics have taken up their house-to-house distribution duties, horse and wagon units have been discarded.

"These are the first electrics purchased by the Bowman Company and the size of the fleet indicates how thoroughly the company's officials have been sold on electric transportation through the tests that have been conducted with electrics on their retail routes," said a representative of the Walker Vehicle Company, manufactcurers of the Walker Vehicle adopted by the dairy enterprise.

The Wieland Dairy Company is now experimenting with five electric trucks, while the Borden Farm Products Company has thirty in service.

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Thus the Automotive Daily News is acclaimed by hundreds of leaders in the automotive field. This newspaper has no axe to grind and its editorial policies are unbiased and absolutely honest. It supports and advances the industry as a whole—working with all agencies for its welfare. With hundreds of representatives scattered throughout the country and conducted by national authorities in every division of the whole automotive field, the Automotive Daily News can and does promise you news that is reliable and authoritative.

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TIRE SITUATION HELD FAVORABLE

Dealers Generally Take Optimistic View on Prospects

ST. PAUL, Minn., Nov. 7.—The coldest October weather on record in Minnesota brought a decided slump in new tire sales in St. Paul during the last week. Balloon tires held up better than the high-pressure type, as new car purchasers bought spares.

The ratio of balloon to high pressure sales is constantly increasing, according to dealers here. Many are predicting that within three years high pressure tire sales will have dropped to a negligible point.

The Fisk Tire Sales and Service, the United States Tire dealer and the Main Avenue Service Station, Goodrich dealers, all report that despite the decided sales drop business still is ahead of that at the same time last year.

Higher prices are proving no deterrent, they agreed. Users realize, they said, that the use of standard tires instead of "gyps" is good economy, regardless of price increases.

EVANSVILLE, IND.

Evansville, Ind., Nov. 7.—The month of October was declared here to be most encouraging, according to dealers. Five of the ten distributors reporting showed gains of from 20 to 100 per cent. in sales volume over the corresponding month of last year. The other five reported sales conditions as even with those at this period in 1924. The final week of last month showed gains ofe more than $16,000 in sales over the preceding week, according to five distributor reports.

While not overenthusiastic for the fall, distributors generally feel that it will hold its own for this season of the year. Tire demand is strong. Sales are said to have been decreasd to some extent by the advance in prices, but this phase, it is believed, has passed.

High pressure tires are most in demand here, ranging all the way from 50 to 90 per cent. in sales ratio. Balloon sizes in greatest demand are the 29x4.40; 29x4.95; 30x3.50; 30x4.40; 30x5.25; 30x5.77; 31x5.25; 25x4.40; 30x4.95; 32x6.20; 33x5.77 and 33x6. High pressure sizes preferred are 30x3.5; 30x4; 32x4; 33x4; 34x7 and 36x6. Tubes are said to be moving apace with tires. Three distributors reported considerable gains in tube sales.

A number of stocks were said to be at normal for this season of the year with three showing from 10 to 100 per cent. more than this time last year. Other distributors showed lower stock volume than normal requirements and below this period for last year.

Makes of tires represented in the report are Lee, Badger, Firestone, Goodrich, Fisk, Goodyear, Mansfield, United States, Kokomo, General Cord, and Kelly-Springfield.

DUBUQUE

Dubuque, Ia., Nov. 7.—Although the tire trade in this locality has been slack during the past week because of an early visitation of winter weather, accompanied by bad driving conditions, a steady fall business is anticipated by Dubuque tire dealers.

There has been, during the past month or so, no perceptable change in the relative number of high-pressure and balloon tires which are being sold. In the larger sizes the balloons are in slightly greater demand, while in the smaller sizes the high-pressure cords have a slight margin in the volume of sales.

Tire dealers here predict a steady business this fall and winter with the volume of sales higher than a year ago.

Rubber Products Co. To Increase Output

Barberton, O., Nov. 7.—T. G. Richards, general manager of the Rubber Products Company, predicts that 1926 will be a banner year for his company, with expectations that an increase from 3,500 pieces of goods daily to 6,000 will be made.

The factory is now operating three eight-hour shifts and employs 185 people. The total payroll amounts to $20,000 a month.

Richards says that during the last year there has been a general increase in the rubber goods market. Employment at the factory is steady.

Tire Notes

MONARCH PLANT BUSY

Canton, O., Nov. 7.—Operations at the plant of the Monarch Rubber Company, with factories at Hartville, are unchanged, officials announced. The concern is maintaining its recent daily production and, according to officials of the company, the business outlook for the remainder of the year is most encouraging. Indications are that production will be increased before long. Production is equally divided between cords and pneumatics.

TOW SERVICE

Richmond, Va., Nov. 7 (U. T. P. S.).—The Richmond Auto Service Company of West Broad Street is now the representative tow-in service for the American Automobile Association for those who are members of the association.

SPECIALTY AUTO MOVES

Portland, Ore., Nov. 7.—The Specialty Auto Equipment Company has moved from 445 Burnside St. to 525 Washington St., and has added a complete line of high grade oil and compression rings. Combination bumpers and luggage carriers are popular items with the increased demand for closed cars, this firm reports.

TIRE FIRM EXPANDS

Philadelphia, Pa., Nov. 7 (U. T. P. S.).—The Chadwin Tire and Rubber Company, of which F. J. Bosch is general manager, has taken over the adjoining store formerly occupied by the General Tire Company and is improving the interior of its present store. This concern distributes Regal products, including radio, and Kodel radio.

OPEN HOUSE HELD

Buffalo, N. Y., Nov. 7.—Emmet Pollard, president of Pollard & Co., General tire distributors, has arranged an open house night for fleet operators throughout the Buffalo territory. The meeting will be held in the Pollard show rooms. Frank Gable, tire engineer of the General Tire Company, Akron, will speak on "Air Pressure and the Use and Abuse of Tires."

AMERICAN TIRE CO. AT AKRON AGAIN RUNNING

Akron, O., Nov. 7.—Operations have been resumed at the American Rubber and Tire Company factory which has been closed down in most departments since August.

Through a reorganization plan, the company is said to have obtained $100,000 additional capital. All but $300,000 of an out standing indebtedness of approximately $880,000 has been liquidated, it is said. Most of the creditors have accepted common stock for their notes, thus relieving the company of large interest charges. The remaining debt represents bank loans.

Overhead has been reduced to about 12 per cent. by elimination of practically the entire sales force. American tires are now being sold direct to distributors who have their own sales organizations.

Terms of the reorganization are the best that could be obtained for stockholders and the outlook for future business is good, according to Floyd C. Snyder, president.

Montreal Divided On Spring Dating

Montreal, Nov. 7.—There seem to be two opinions in the Montreal territory as to the abolishment of spring dating, this opinion being equally divided between those of the large jobber and the smaller dealer.

The former takes the ground that it is a dangerous precedent to follow, especially in view of the present uncertain state of the rubber market. In other words, it is a gambling venture which in the long run is bad for business and not practiced by the best houses. Furthermore ,spring dating might well be conducive to law suits, for, were the practice universal, there would be many contracts for delivery made which, on adverse subsequent market conditions, would not be lived up to.

On the other hand, the small dealer uses spring dating as a most potent and practical means to cover overhead during the quiet season of the year, that is, the usual slack trade in the months of November, December and January. One dealer went so far as to express the opinion that were it not for his sales during these months for spring deliveries he could not keep going. Therefore, it might be summed up for this territory that spring dating is more or less being curtailed among jobbers, but is being carried on extensively as yet among dealers.

As to the standardization of balloon tires, the trade as a whole is in favor of both it and the standardization of all tires as well. The opinion is freely expressed that at present there are entirely too many different sizes, with only slight variations.

PRICES AND PRODUCTION BOOSTED BY TRIANGLE CO.

Canton, O., Nov. 7.—Price increases approximating 10 per cent. are reported by officials of the Triangle Tire and Rubber Company with factories here, it was announced last week by M. C. Wyatt, general manager of the local concern. A 15 per cent. advance was made on truck tires.

"While most of the manufacturers advanced prices 15 per cent. last week, we decided to boost prices but 10 per cent," Wyatt said, "we hope this will be the last advance of the year, but so uncertain is the situation that it is hard to ascertain if another advance will be forthcoming before January 1."

He announced production at the plant has been increased from 400 to 425 daily, this being the second increase in production in the past few weeks. "This was necessary to meet demand for the company's product which is increasing daily." Wyatt said.

Neb. Court Ousts Tire Co. From State

Lincoln, Neb., Nov. 7.—Attorney General Spillman has asked the Supreme Court of Nebraska for a rehearing on the decree in the case of the Bricson Manufacturing Company, maker of automobile tires, ousting the concern from operating in this state, so it is reported.

The suit originated in Brookings, S. D., the factory and headquarters of the company, the Nebraska courts holding that the concern violated its franchise and ruling that it was powerless to name trustees to take charge of its assets in this state because there are no creditors. The attorney general says such a ruling will permit the company to withdraw from the state with all its assets, which would be an injustice to stockholders who have not secured judgment claims against the corporation.

The evidence, according to the attorney general, showed that Bricson contracted with his first board of directors to issue him controlling stock in the company for his good wills and patents, and then the board resigned and sold its stock to him. The Nebraska prosecutor charged that Bricson paid dividends that were not earned to support his stock sales campaign and secured $20,000 of the money paid for the stock, drew a $40,000 salary, paid his wife $4,000 for keeping books that the state alleges never existed

A big, roomy car, built just as you would expect a companion car to the Hupmobile Eight to be built

Its value is at once apparent to the prospective buyer.

The New Hupmobile 6

Directory of Exhibitors At Seventh A. E. A. Show

SPACE NO.	NAME	ADDRESS
55-56-57	A. C. Spark Plug Co.	Flint, Mich.
216	The Apco Mfg. Co.	Providence, R. I.
364	American Autoparts Co.	Detroit
39-40-41	American Hammered Piston Ring Co.	Baltimore
90-91-92	American Bosch Magneto Corp.	Springfield, Mass.
42-43-44-45	American Chain Co.	Bridgeport, Conn.
163	Automotive Maintenance Machinery Co.	Chicago
357	Appleton Electric Co.	Chicago
300	Allen Electric Mfg. Co.	Detroit
223-224	Albertson & Co.	Sioux City, Iowa
317	Advance Auto Accessories Corp.	Chicago
269-270	The Au-To Compressor Co.	Wilmington, Ohio
142-143	A. E. A. Mdse. Dept.	Chicago
120	A. E. A. Catalog Dept.	Chicago
188	Ajax Auto Parts Co.	Racine, Wis.
307	Apex Electric Mfg. Co.	Chicago
121	Automobile Topics.	New York
133-134-135	Bastian-Blessing Co.	Chicago
71-72-73-74	The Biflex Corp.	Waukegan, Ill.
113 114-115-116-117	Black & Decker Mfg. Co.	Towson, Md.
281-282	Blackhawk Mfg. Co.	Milwaukee
335-336-337-338	Badger Mfg. Co.	Milwaukee
169	Burgess-Norton Mfg. Co.	Geneva, Ill.
359-360-361-362	Brunner Mfg. Co.	Utica, N. Y.
325	The Benzer Corp.	New York
356	Bunting Brass & Bronze Co.	Toledo, Ohio
27-28	Bussman Mfg. Co.	St. Louis
321	Bell Mfg. Co.	Boston
363-363½	Bonney Forge & Tool Works.	Allentown, Pa.
225	Buckeye Brass & Mfg. Co.	Cleveland
109	Bimel Spoke & Wheel Co.	Portland, Ind.
207-208-209	Curtis Pneumatic Mchy. Co.	St. Louis
339-340	Columbus-McKinnon Chain Co.	Columbus, Ohio
54	Crescent Tool Co.	Jamestown, N. Y.
203	Clifton Mfg. Co.	Waco, Texas
162	The Carborundum Co.	Niagara Falls, N. Y.
367-368	Central Brass & Fixture Co.	Springfield, Ohio
175	Continental Rubber Works.	Erie, Pa.
63	Cooper Mfg. Co.	Marshalltown, Iowa
8	Cincinnati Victor Co.	Cincinnati
46-47-48	Champion Spark Plug Co.	Toledo, Ohio
189	Continental Piston Ring Co.	Memphis, Tenn.
226	Corcoran Mfg. Co.	Cincinnati
229-230	Canedy-Otto Mfg. Co.	Chicago Heights
342	Crawford Mfg. Co., Inc.	Richmond, Va.
111	Chicago Fuse Mfg. Co.	Chicago
152	Cuno Engineering Corp.	Meriden, Conn.
61	Culver-Stearns Mfg. Co.	Worcester, Mass.
341	Durkee-Atwood Co.	Minneapolis
328-329	Davies-Young Soap Co.	Dayton, Ohio
810	Dover Stamping & Mfg. Co.	Cambridge, Mass.
250	Delta Electric Co.	Marion, Ind.
218-219	Dearborn Equipment Co.	Kalamazoo, Mich.
319	Detroit Steel Products Co.	Detroit
354-355	E. Edelmann & Co.	Chicago
177-178	Elite Mfg. Co.	Ashland, Ohio
11-12-13	E. A. Laboratories, Inc.	Brooklyn, N. Y.
290-291	Edison Lamps Works of Gen'l Elec.	Harrison, N. J.
62	The Fulton Co.	Milwaukee
316	Federal Mogul Corp.	Detroit
185	The Farren-Old Co.	Akron, Ohio
297	Fitzgerald Manufacturing Co.	Torrington, Conn.
268	French Battery & Carbon Co.	Madison, Wis.
58-59-60	Fleming Machine Co.	Worcester, Mass.
96	Fraim-Slaymaker Hdwe. Co.	Lancaster, Pa.
66-67	W. D. Foreman	Chicago
301-302	Forest Electric Co.	Newark, N. J.
159	Globe Machine & Stamping Co.	Cleveland
346	The Goodrich-Lenhart Co.	Hamburg, Pa.
145-146	Gates Rubber Co.	Denver
217	The Graton-Knight Mfg. Co.	Worcester, Mass.
284-285	Gemco Mfg. Co.	Milwaukee
240	Gladiator Mfg. Co.	Auburn, Ind.
29-30	General Asbestos & Rubber Co.	Charleston, S. C.
259-260	Gilfillan Bros., Inc.	Los Angeles
196	Gill Mfg. Co.	Chicago
179	Globe Manufacturing Co.	Battle Creek, Mich.
138	The Greb Co.	Stoughton, Mass
190	Harvey Spring & Forging Co.	Racine, Wis.
86	Hastings Mfg. Co.	Hastings, Mich.
220	Haines Mfg. Co.	Rochester, N. Y.
292-293-294	Ernest Holmes Co.	Chattanooga, Tenn.
267	Halsted Specialties Co.	Oakland, Cal.
161	The Hall-Thompson Co.	Hartford, Conn.
238-239	The Imperial Brass Mfg. Co.	Chicago
274	The Indianapolis Pump & Tube Co.	Indianapolis
271	Indianapolis Tool & Mfg. Co.	Indianapolis
17-18	Indiana Piston Ring Co.	Hagerstown, Ind.
129	Ireland & Matthews Mfg. Co.	Detroit
23-24	Jefferson Electric Mfg. Co.	Chicago
349-350	Johns-Manville, Inc.	New York
106	Judd & Leland Mfg. Co.	Clifton Springs, N. Y.
201	Johnson Bronze Co.	New Castle, Pa.
81	James Motor Valve Co.	Detroit
365-366	Kales Stamping Co.	Detroit
191-192	The K-W Ignition Co.	Cleveland
65	Kokomo Automotive Mfg. Co.	Kokomo, Ind.
79-80	The K-D Lamp Co.	Cincinnati
369	Kennedy Mfg. Co.	Van Wert, Ohio
19-20-21-22	Kellogg Mfg. Co.	Rochester, N. Y.
168	Keystone Reamer & Tool Co.	Millersburg, Pa.
351-352	Kingsley-Miller Co.	Chicago
38	Kant-Rust Products Co.	Rahway, N. J.
202	King Mfg. Corp.	Buffalo, N. Y.
251-252	Klaxon Co.	Anderson, Ind.
147-148	Lyon Metallic Mfg. Co.	Aurora, Ill.
118-119	David Lupton's Sons Co.	Detroit
272-273	Las-Stik Patch Mfg. Co.	Hamilton, Ohio
154	Laminated Shin Co.	Long Island City, N. Y.
171	LeComte Mfg. Co.	Newark, N. J.
263-264	Lincoln Products Co.	Chicago
370	Locktite Patch Co.	Detroit
313	Larkin Automotive Parts Co.	Dayton, Ohio
322	Mutual Wheel Co.	Moline, Ill.
211-212	Metal Specialties Mfg. Co.	Chicago
99-100-101-102-103	The Manley Mfg. Co.	York, Pa.
64	Monroe Auto Equipment Co.	Monroe, Mich.
278-279-280	Marquette Mfg. Co.	St. Paul
303-304	Multibestos Co.	Walpole, Mass.
241	Modine Mfg. Co.	Racine, Wis.
210	Metal Stamping Co.	Long Island City, N. Y.
87-88-89	Milwaukee Motor Products, Inc.	Milwaukee
151	Frank Mossberg Co.	Attleboro, Mass.
299	Mosler Metal Products Corp.	Mt. Vernon, N. Y.
174	Manhattan Electrical Supply Co.	New York
181-182	The Moto Meter Co.	Long Island City, N. Y.
75-76-77	McQuay-Norris Mfg. Co.	St. Louis
157-158	J. C. McAdams Co.	Long Island City, N. Y.
205-206	McCord Radiator & Mfg. Co.	Detroit
193-194	National Standard Co.	Niles, Mich.
277	Noera Mfg. Co.	Waterbury, Conn.
258	Nu-Back Mfg. Co.	St. Louis
311-312	Northwestern Chemical Co.	Marietta, Ohio
150	Nims Pump Co.	Stockton, Calif.
153	North Bros. Mfg. Co.	Philadelphia
172-173	National Carbon Co., Inc.	New York
256	The Norlipp Co.	Chicago
4-5-6-7	National Lamp Works of Gen'l Elec. Co.	Cleveland
164	New Era Spring & Specialty Co.	Grand Rapids, Mich.
149	Ohio Parts Co.	Cincinnati
204	N. L. Oberdorfer Brass Co.	Syracuse, N. Y.
122-123	Pennsylvania Piston Ring Co.	Cleveland
298	The Polson Rubber Co.	Cleveland
236	Phinney-Walker Co., Inc.	New York
195	Protexall Co.	Abingdon, Ill.
824	N. A. Petry Co., Inc.	Philadelphia

Among Exhibitors At Big A. E. A. Show

(Continued from Page 6)

LYON METALLIC MFG. CO.
Aurora, Ill.
Space No. 147-148

Those in attendance:—
F. S. Waters.
B. L. Waters.
A. W. Lauder.
L. B. Rhodes.
R. T. Waters.
G. N. Davidson.
B. W. Scheinert.
S. Merwin.
P. F. Arnfield.
L. F. Blough.
J. E. Bales.
J. B. O'Connor.
C. E. Gerberich.
E. S. Gillette.
H. H. Griffith.
L. T. Proctor.
J. A. Kurz.
H. H. MacKirgen.
C. J. Bennett.
S. S. Gardner.
E. V. Westmeyer.
S. L. Smith.

DAVID LUPTON'S SONS CO.
Detroit
Space No. 118-119

Those in attendance:—
Clarke P. Pond, vice-president engineering sales.
E. H. Spears, sales manager automotive equipment division.
D. Gardenier.
G. W. Chapman.
C. W. Aker.
W. T. Bruce.
F. N. Carson.
F. W. Chapman.
C. A. Colmesnil.
G. R. Egbert.
G. E. Hughes.
F. B. Hillwick.
R. B. McHale.
G. O. Moore.
F. E. Marrion.
E. L. Mitchell.
W. E. Spencer.
C. Stanley.
(Congress Hotel.)

LE COMPTE MFG. COMPANY
Newark, N. J.
Space No. 171

Those in attendance:—
H. Y. Hooper, Jr.
J. W. Hirsig.
Frank Akers.
L. M. Hirsig.
A. H. Hirzig.
J. E. Worrell.
M. R. MacPhail.
E. C. Hart.
(Hotel LaSalle.)
Martin A. Dewey, Jr.
(Hotel Congress.)
Hal Taylor.
G. G. McGrath.
B. D. King.
J. M. Zeh.
F. J. Adams.
(1601 South Michigan Ave.)

LAS-STIK PATCH MFG. CO.
Hamilton, O.
Space No. 272-273

Those in attendance:—
Lewis C. Sohngen.
Martin J. Spoerl.
C. A. Horton.
F. H. Hicks.

THE J. C. McADAMS CO.
Long Island City, N. Y.
Space No. 157-158

Those in attendance:—
J. C. McAdams, manager.
C. Behnke, engineer.
L. H. McAdams.
(Hotel La Salle.)
S. E. Samuels.
Hotel Congress.)

McCORD RADIATOR AND MFG. COMPANY
Detroit
Space No. 205-206

Those in attendance:—
P. L. Barter, vice-president.
W. G. Hancock, assistant sales manager.
E. O. Bodkin, advertising manager.
(Hotel Blackstone.)
Steven B. Wilson.
Fred H. Carruthers.
(Hotel Congress.)

METAL STAMPING COMPANY
Long Island City, N. Y.
Space No. 210

Those in attendance:—
John F. Galvin, president.
John F. Galvin, Jr., vice-president.
Otto J. Bauer, salesman.
Raymond R. Lyon, salesman.
Junius M. Millard, salesman.
B. M. Parker, salesman.
C. B. Kirkpatrick, salesman.
R. I. Skeoch.
(Hotel Congress.)

THE MOTOMETER CO., INC.
Long Island City, N. Y.
Space No. 181-182

Those in attendance:—
G. H. Townsend, president.
L. C. Kunz, secretary and treasurer.
J. I. Nevin.
T. W. Flood.
C. F. Hennecke, advertising manager.
J. J. Tobias, branch manager.
C. F. Hennecke, advertising mnager.
S. J. Green.
E. M. Crill.
J. T. Donahue.
R. Karl.
R. M. Johnson.
J. E. Camache.
C. P. Hennecke.
(Blackstone Hotel.)

MULTIBESTOS COMPANY
Walpole, Mass.
Space No. 303-304

Those in attendance:—
C. W. Bunker.
E. C. Miner.
S. E. Shepard.
A. J. Roemer.
(La Salle Hotel.)

NATIONAL LAMP WORKS
Nelo Park, Cleveland
Space No. 4-5-6-7

Those in attendance:—
T. K. Quinn.
W. S. Murtfeldt.
Mr. Zimmerman.
(Drake Hotel.)

NATIONAL STANDARD CO.
Niles, Mich.
Space No. 193-194

Those in attendance:—
W. H. Parkin, secretary-treasurer.
R. W. Smith, sales manager.
(Blackstone Hotel.)
R. P. Babcock, representative.
H. H. Miller, representative.
H. B. Merrell, representative.
(La Salle Hotel.)

NORTH BROS. MFG. COMPANY
Philadelphia
Space No. 153

Those in attendance:—
John S. North, vice-president.
E. J. Weirstall.
(Auditorium Hotel.)

THE OHIO PARTS COMPANY
Cincinnati
Space No. 149

Those in attendance:—
H. C. Terrell, president.
A. P. Sena, sales manager.
R. A. Pullis, special factory representative.
(Congress Hotel.)

PERFECTION GEAR COMPANY
Chicago
Space No. 265-266

Those in attendance:—
D. H. Daskal, executive.
D. Davis, executive.
S. R. Wolff, sales manager.
W. P. Moran, district manager.
M. Kallmeyer, district manager.
J. F. Keegan, district manager.
(Congress Hotel.)

PYRENE MFG. COMPANY
Newark, N. J.
Space No. 286

Those in attendance:—
Walter Bauer, president.
C. A. Ragland, manager Chicago division.
J. P. Maloney, general field sales manager.
C. M. Bunnell, sales manager.
J. J. Strang, manager of the Kansas City division.
(Congress Hotel.)

THE RAYBESTOS COMPANY
Bridgeport, Conn.
Space No. 315

Those in attendance:—
M. F. Judd, vice-president.
R. B. Davis, sales manager.
(Blackstone Hotel.)

REES MFG. COMPANY
Pittsburgh
Space No. 93-94-95

Those in attendance:—
Edward E. McCoy, president.
R. S. Harvey, vice-president.
(Drake Hotel.)
R. M. Sheridan.
Lewis J. Ziesel.
(Congress Hotel.)
J. L. Brockenbrough, Jr.
L. L. Schnetzler.
(Hotel Pearson.)
E. R. Waterman.
E. H. Baughman.
(Hotel Morrison.)
A. J. Walker.
R. C. Wolford.
J. A. Pelletier.
(Hotel Congress.)
A. B. Blood.
(La Salle Hotel.)

FRANK ROSE MFG. CO
Hastings, Neb.
Space No. 199

Those in attendance:—
D. D. Duncan, in charge of exhibit from factory.
A. S. Clucker, sales representative.
A. J. Ludy, sales representative.
R. G. Stough, sales representative.
(Congress Hotel.)

C. A. SHALER COMPANY
Waupun, Wis.
Space No. 227-228

Those in attendance:—
Robert B. Dunlap, sales manager.
F. O. True, midwest representative.
A. W. Dimond, Pacific Coast rep.
H. A. Owsley, Southwest representative.
E. B. Carroll, service manager.
(Blackstone Hotel.)
R. E. Malone, assistant sales manager.
W. F. Minnich, Southern representative.
J. E. Colly, Southern representative.
(Congress Hotel.)
Prescott W. Robinson, Canadian representative.
(Old Colony Club.)

S. AND M. LAMP COMPANY
Los Angeles
Space No. 318

Those in attendance:—
Jim Shirreffs, president.
J. F. Brown, sales manager.
(Congress Hotel.)

F. W. STEWART MFG. CORP.
Chicago
Space No. 126-127

Those in attendance:—
F. W. Stewart, president.
O. C. Koch, secretary.
O. J. Shields.
M. L. Martin.
E. Norling.
Byron Perude, West Coast representative.

STORM MFG. COMPANY, INC.
Minneapolis
Space No. 237

Those in attendance:—
Adolph Storm, president.
R. H. Booth, sales manager.
R. Johnson.
G. A. Isaacson.

TUTHILL SPRING COMPANY
Chicago
Space No. 306

Those in attendance:—
R. A. Olsen, sales representative.
W. G. Heffron, sales representative.

(Continued on Page 12)

SPACE NO.	NAME	ADDRESS
186-187	The Piston Ring Co.	Muskegon, Ill.
183-184	The Packard Electric Co.	Warren, Ohio
221-222	Price-Hollister Co.	Rockford, Ill.
265-266	Perfection Gear Co.	Chicago
112	W. E. Pratt Mfg. Co.	Chicago
286	Pyrene Mfg. Co.	Newark, N. J.
110	The Charles Parker Co.	Meriden, Conn.
144	Pacific Radiator.	Oakland, Calif.
348	The Reliance Mfg. Co.	Massillon, Ohio
93-94-95	Rees Mfg. Co.	Pittsburgh
97-98	G. A. Roth Mfg. Co.	Hastings, Neb.
315	The Raybestos Co.	Bridgeport, Conn.
199	Frank Rose Mfg. Co.	Hastings, Neb.
242	Romort Mfg. Co.	Oakfield, Wis.
215	The Russell Mfg. Co.	Middletown, Conn.
227-228	C. A. Shaler Co.	Waupun, Wis.
358	Stiles Mfg. Co.	St. Louis
237	Storm Mfg. Co.	Minneapolis
36-37	Spencer-Smith Machine Co.	Howell, Mich.
249	Stone Mfg. Co.	Chicago
82-83	The Simoniz Co.	Chicago
232	Splitdorf Electrical Co.	Newark, N. J.
318	S & M Lamp Co.	Los Angeles
343	The Spencer Mfg. Co.	Spencer, Ohio
197-198	Sparks-Withington Co.	Jackson, Mich.
283	A. Schraders Son, Inc.	Brooklyn, N. Y.
126-127	F. W. Stewart Mfg. Corp.	Chicago
345	Sterling Mfg. Co.	Cleveland
170	Smith & Hemenway Co.	Irvington, N. J.
275-276	Stevens & Co.	New York
243-244	South Bend Lathe Works.	South Bend, Ind.
347	Thomas Auto Top Co.	Muncie, Ind.
255	Chas. O. Tingley & Co.	Rahway, N. J.
200	Temco Electric Motor Co.	Leipsic, Ohio
68-69-70	Trico Products Corp.	Buffalo, N. Y.
308-309	Thermoid Rubber Co.	Trenton, N. J.
295-296	Thompson Products Co.	Cleveland
176	Toledo Steel Products.	Toledo
140-141	Tiffany Mfg. Co.	Newark, N. J.
306	Tuthill Spring Co.	Chicago
344	Trainer National Spring Co.	Newcastle, Ind.
305	Timing Gears Corp.	Chicago
160	W. H. Thomas Mfg. Co.	Spencer, Iowa
261	Thompson-Neaylon Mfg. Co.	Chicago
49-50-51-52-53	U. S. Electrical Tool Co.	Cincinnati
155-156	U. S. Air Compressor Co.	Cleveland
253-254	Victor Mfg. & Gasket Co.	Chicago
353	Voorhees Rubber Mfg. Co.	Jersey City, N. J.
1-2-3	The Vellumoid Co.	Boston
330-331-332-333-334	Van Dorn Electric Tool Co.	Cleveland
165-166-167	Van Norman Machine Tool Co.	Springfield, Mass.
247-248	Van Cleef Brothers.	Chicago
31-32	Whitaker Battery Supply Co.	Kansas City, Mo.
33-34-35	Walker Mfg. Co.	Racine, Wis.
234-235	J. H. Williams & Co.	Buffalo, N. Y.
245-246	Walden-Worcester, Inc.	Worcester, Mass.
9-10	Wolverine Bumper & Spec. Co.	Grand Rapids, Mich.
231	Williams Bros. Aircraft Corp.	San Francisco
213-214	Joseph Weidenhoff.	Chicago
84-85	Westinghouse Lamp Co.	New York
257	Wilkening Mfg. Co.	Philadelphia
104	Warner-Patterson Co.	Chicago
262	White & Bagley Co.	Worcester, Mass.
14-15	Wright Mfg. Co.	Lisbon, Ohio
287-288-289	Weaver Mfg. Co.	Springfield, Ill.
238	Wells Mfg. Co.	Fond du Lac, Wis.
233	"X" Laboratories.	New York
320	Yale Electric Corp.	Brooklyn, N. Y.

Reduction of Initial Payment Attracts New Buyers

Careful Investigation Checks Losses In Operation of New Hudson-Essex Sales Plan

A VIEW OF THE BUILDING OF THE HUDSON MOTOR CAR COMPANY on New York's motor row. Inset, Robert B. Cole, vice-president.

A NEW class of customers, from a group which has never owned cars, has been brought into the market by a new time-payment plan introduced a short time ago by the Hudson Motor Car Company of New York, according to Robert B. Cole, vice-president of the company. Down payments of only $195 for the Essex coach, and $290 for the Hudson coach, considerably less than one-third of their delivered prices, are a feature of this plan.

Additional Business

"The fact that these customers can buy a car without going into their savings has attracted many," says Mr. Cole. "The plan means, in the main, additional business and not change of business. It has not disturbed practically at all the steady stream of regular car buyers who turn in their old cars, and are not therefore concerned with a cash down payement, or who prefer to make a large initial payment and clean up their accounts quickly."

Accounts for the plan are handled by the Auto Brokerage Company of 25 West 45th St., New York. Inquiry from Jacob Gross, president of this company, at Mr. Cole's suggestion, corrobated the statement that the majority of business brought by the new plan is new business. Mr. Gross named teachers and firemen as typical of the salary groups that are taking advantage of the plan.

Sales Have Increased

H. L. Boehm, manager of the retail sales division, contributed the figure that sales had actually increased 50 per cent. since the first week of October, when the plan was inaugurated.

Briefly speaking, the plan is based on a low down-payment and a long period of partial payments. The two cars featured in it are the medium-priced two—the Essex coach, the cash price of which is $838, and the Hudson coach, cash price $1,257.

According to the new plan, the customer may walk into the place, pay down $195 for the Essex, or $290 for the Hudson, and, metaphorically speaking, drive his own car home from the door. The remainder of the payments may be divided on a twelve, fifteen or eighteen months basis, with a carrying charge of $85.40, $103.25, and $121.10, respectively, in the case of the Essex; and $134, $161, and $191.30, in the case of the Hudson. Payments per month for the Essex would be $60.70, $49.75, or $42.45, respectively, and for the Hudson, $91.75, $75.29, or $64.35.

Inquiry in the sales department brought out the fact that the attractive feature of the plan to customers as it actually operates seems to be the small initial payment, and not the spreading of the remainder over a long period. Whether the time arrangement is twelve, fifteen or eighteen months does not seem to figure much with customers.

Credit Investigation

"The matter of credit investigation is a most important aspect of operating a plan of this kind successfully," says Mr. Cole. Extending credit, in his opinion, must always be done on the basis of individual investigation, never in a bulk way; the person who desires credit, and is worthy of it, ought to have it.

An increase in the use of the time payment plan is apt to be a trend of the future, Mr. Cole thinke—that is, a use of it more often, not the use of a longer period. "Eighteen months ought to be a long enough time for any customer," is his comment.

"A closer investigation of the buyer will be the trend of successful operation in the future," he thinks.

"Decisions as to length of time to allow a customer and amount of payments need to be made a matter of individual judgment—each case handled of itself.

"The new plan attracts a certain proportion of poor accounts, along with legitimate buyers; but the protection of the company is in its careful investigation."

Losses Are Small

According to Mr. Boehm, retail sales manager, the loss of the Hudson company during the last year from bad accounts was less than one half of one per cent. Mr. Cole anticipates no increase in loss through the new plan.

Close co-operation between the dealer on the one hand and the company carrying the accounts on the other, is the secret of preventing loss, in the opinion of Mr. Gross of Auto Brokerage. To the carefulness of the sales department in collecting credit data and forwarding them promptly, and its resistance to over-optimism in sizing up a buyer's financial rating, which is a natural tendency from the salesman's point of view, he would ascribe the small loss of the Hudson people.

Mr. Cole, according to Mr. Gross, went with him into the closest analysis of all possible phases of the credit end of the new plan before it was adopted—methods of collecting data, of safeguarding against financial loss and also against loss of good will, collection methods, and probable effects of widespread advertising of the new method of buying.

Used Cars on Time

The Hudson Motor Company sells used cars, also, on time, says Mr. Cole, but the new plan has not affected used car sales. Used cars are sold as low as a 20 per cent. down payment and a year's time. The experience of the company has been of a very small loss on such cars. In many cases customers anticipate their payments.

The present Hudson plan is a help to salesmen, and so of course it is popular with them, says Mr. Cole. They are given no particular instructions as to the handling of it; they suggest it to the customer if they think he wants as large a down payment as possible. Often a customer who has it, but otherwise they encourage been attracted by the advertisement of the small down payment will take kindly to the notion of a larger payment when once he is interested in a car.

The company handling the plan for new cars is not the same as the one referred to on used cars.

The Hudson Company has adopted the policy in its advertisements of carrying mention of the new finance plan in all copy. Emphasis is placed upon the small down payment, rather than upon the length of time allowed.

UNDER a new time-payment plan, introduced a short time ago, the Hudson Motor Car Company of New York is offering the Essex coach for $195 down and the Hudson coach for $290 down, considerably less than one-third of their delivered prices. In view of the importance of this departure from what has come to be regarded as safe practice, the Automotive Daily News has endeavored to learn how the plan has worked out thus far. In this article, officials of the factory branch and the company financing the sales tell what the results have been. It is well worth reading.

Telephone Call System Saves Time of Shop Men

IN the service station of the Fred Bryant Motor Company, Chevrolet dealer, Lexington, Ky., a system of interphones within the shop and a call system have been worked out that obviate loss of time and the necessity of summoning workmen by repeated yelling.

"We don't holler to our men here when they are wanted either in the office or on the phone," says Fred Bryant in discussing his system. "Instead of that we have an extension of the office phone out in the garage repair shop. Each man in the shop is given a number and whenever some one from outside phones in and asks for such and such a man we ring a little bell the same number of times as the number of the man wanted. When he hears his signal he knows that he is wanted on the phone and immediately goes over to the extension phone in the shop and answers the call. In the office when we hear him talking we hang up here and go on about our work.

Interphone Used

"We also have an inter-phone system of our own whereby we can talk to the men in the shop without hollering to them. It works on much the same system. We have another button by this phone and it rings another bell. We use the same call numbers as for the other phones but the men know the difference in the bells. When they hear their number ringing they go to answer the inter-phone. If we just want to get in touch with the shop and not with some particular man we ring the bell once. That means that whoever is nearest the phone is to answer it and see what is wanted.

More Businesslike

"I have a number myself, so that if I happen to be out in the shop and am wanted in the office it isn't necessary to yell out through the whole shop. Just a push of the button and I know that I am wanted.

"This system has saved us lots of time and more than that it has made our place look and sound more like a place of business than it did before we installed the system. That in itself is worth while even if nothing else had been accomplished."

Personal Paragraphs

HAYCOX HEADS FIRM

Kansas City, Nov. 7.—C. B. Haycox, for ten years prominently connected with automobile sales here, has been elected president of the Motor Finish Corporation, 2712 McGee Trafficway. The company is one of the largest motor finish firms here.

D. A. BRUNDAGE APPOINTED

Los Angeles, Nov. 7.—Stanley W. Smith, Inc., retail dealer for the Hudson-Essex motor cars, has appointed D. A. Brundage office manager and auditor of the downtown headquarters of the company.

GWIN TO VISIT CHICAGO

Evansville, Ind., Nov. 7.—Berry M. Gwin, manager of the Ohio Valley Motor Car Company, Packard distributor, will attend the annual West Central meeting of Packard distributors to be held in Chicago January 29 and 30.

RADCLIFFE IN NEW POST

Columbus, O., Nov. 7 (U. T. P. S.).—W. H. Radcliffe, well known in automobile circles here, has joined the sales force of the Capital Motor Car Company, central Ohio distributor for the Reo and Pierce-Arrow.

HEYE IN SAN ANTONIO

San Antonio, Tex., Nov. 7.—Walter Heye, Chervolet dealer of Hallettsville, Tex., was a visitor in San Antonio last week. He said he was very optimistic over automobile conditions in his city.

McELROY IN CLARKSDALE

Clarksdale, Miss., Nov. 7 (U. T. P. S.).—The Chevrolet Motor Company at Memphis has lost one of its most efficient employees in M. R. McElroy's departure from the office force to enter the retail Chevrolet business here. He is now associated with Fred R. Collins in the Clarksdale Motor Company, Inc.

LOTT NOW SERVICE HEAD

San Antonio, Tex., Nov. 9.—J. Q. Lott, one of the best-known automobile men in this city, has been appointed service manager for the Wroten-Hundley Motor Company here.

DES MOINES GETS FOSTER

Des Moines, Ia., Nov. 7 (U. T. P. S.).—Ward Foster, formerly assistant service manager for the Oakland Motor Car Company at the Chicago branch, has been appointed service manager for the Schooler Oakland Auto Company of Des Moines. He was in charge of new car deliveries for San Francisco Oakland distributors before going to Chicago.

GASSNER OFF JURY DUTY

Montclair, N. J., Nov. 7.—Henry Gassner of Gassner & Ackerly, local Hudson-Essex dealer, is back at his desk after serving as a member of the grand jury.

SYKES BUYS MANSION

Chicago, Nov. 7.—Bernard G. Sykes of the Bird-Sykes Company, pioneer distributor of the Paige and Jewett, has purchased the Evanston home, on Forest Avenue, of the late J. C. Woodington. It is reported the purchase involved $60,000.

Improvements

ACQUIRES MORE ROOM

Kansas City, Nov. 7.—The King Motor Company, local Oldsmobile dealer, has leased a building at 1520-26 McGee St.—Motor Row. It will immediately occupy these new quarters, which have more than 35,000 square feet of floor space. The company will open a branch in Kansas City, Kan., in a few days.

NEW THREE-STORY HOME

Little Rock, Ark., Nov. 7.—The Arkansas Nash Motors, Nash dealer, has moved from 913 Main St. to 309 Center St. The new home is a three-story building, 75 by 140 feet, and equipped with car elevator.

TEXAS FIRM MOVES

Beaumont, Tex., Nov. 7.—The Friend Motor Company of this city, dealer in Willys-Overland cars, has moved from its quarters on College Street to 816 Pearl St.

Advertisers in the Automotive Daily News

Apperson Automobile Co.
Automotive Rotary Lift Co
Bendix Brake Co.
Buick Motor Co.
Byrne-Kingston Co.
Chevrolet Motor Co.
Chrysler Sales Corp.
Continental Motors Co.
Detroit Carrier Mfg. Co.
Durant Motors, Inc.
Flint Motor Co.
Frick Brothers, Inc.
General Motors Corp.
Hewitt Rubber Co.
Hupp Motor Car Corp.
J. H. Newmark, Inc.
Juhasz Carbureter Co.
Kellogg Mfg. Co.
Locomobile Co. of America
Manhattan Insulated Wire Co.
New Departure Mfg. Co.
No-Carb Sales Co.
Oakland Motor Car Co.
Pierce-Arrow Motor Car Co.
Rawlings Co. of America.
Rickenbacker Motor Co.
Rowe, Inc., Wm. I.
Ternstedt Mfg. Co.
U. S. Light & Heat Corp.
Wills Sainte Claire, Inc.
Wire Wheel Corp. of America.
Wisconsin Parts Co.
Wise Industries, The

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly.

You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.

Dealer Doings

SOLON TO SELL CARS

San Francisco, Nov. 7.—State Senator Victor J. Canepa and Egisto J. Canepa are preparing to open a Chrysler dealership under the firm name of Canepa Motor Company, in the North Beach district here. Senator Canepa has been connected with the Senator garage here for the past ten years.

DEALER STAFF MEETING

Evansville, Ind., Nov. 7.—All departments of Hartmetz Brothers, Dodge-Graham dealers were represented at the bi-monthly "get together" meeting held in the company salesroom Monday night. "Pep" talks were made by department heads on improvements of sales and service. Entertainment features followed.

SERVICE STATION FOR ELGIN

Elgin, Ill., Nov. 7.—The first Cadillac dealership in this city will be established next January 1. J. W. Taft of Elgin has obtained the franchise, purchased a site and is starting construction on a one-story 70 by 75 feet brick sales and service station on North State Street. The structure will cost $15,000. For the past several years Mr. Taft has been an official of the American Ironing Machine Company of Algonquin and Chicago.

Fire Losses

STORED CARS BURNED

Santa Ana, Tex., Nov. 7.—Fire in the garage of the Mathews Motor Company caused a loss of $10,000, mostly on cars stored in the building.

EQUIPMENT DAMAGED

Bunsenville, Ill., Nov. 7.—Fire has destroyed the Pete Geasta garage here, ruining six cars and the shop and accessory stock and equipment. The loss is estimated at $6,000.

Among Exhibitors At Big A. E. A. Show

(Continued from Page 10)

H. H. Osborne, sales representative.
H. A. Kridler, sales representative.
C. I. Bowman, sales representative.
R. H. Schaefer, sales representative.
W. L. Ferrier, factory representative.
G. R. F. Cotton, factory representative.
M. W. Carroll, Jr., factory representative.
E. H. Baughman, factory representative.
G. B. Dodd, factory representative.
W. H. Schaefer, factory representative.

TOLEDO STEEL PRODUCTS CO.
Toledo
Space No. 176

Those in attendance:—
F. H. White, sales manager.
V. E. Crawford, assistant treasurer.
W. F. Beaning.
J. R. Piper.
W. C. Wells.
R. F. Pletcher.
P. E. Atwater.
(Sherman Hotel.)

CHAS. O. TINGLEY & CO.
Rahway, N. J.
Space No. 255

Those in attendance:—
Wm. McCollum, owner.
J. C. Sanford, salesman.
(Hotel Blackstone.)
W. C. Jackson, salesman.
(Congress Hotel.)

TIFFANY MFG. COMPANY
Newark, N. J.
Space No. 140-141

Those in attendance:—
Harold Scholl.
A. L. Shepard.
F. B. Keith.
L. D. Speed.
W. F. Wedler.
J. C. Roper.
A. F. Manter.
(Congress Hotel.)

THOMPSON PRODUCTS CO.
Cleveland
Space No. 295-296

Those in attendance:—
William Albaugh, president.
E. J. Thompson, vice-pres. and gen. manager.
(Hotel Congress.)
H. C. Crawford, treasurer.
B. Patterson, sales promotion manager.
F. R. Witt, advertising manager.
N. R. Swarner, dist. mgr. Southwest.
Alvin Vinton, dist. mgr. Pacific Coast.
C. T. Lamb, dist. mgr. home territory.
E. Z. Oswald, dist. mgr. Eastern ter'y.
Paul B. Spain, dist. mgr. Chicago.
Leon H. Hussey, dist. mgr. Chicago territory.

W. H. THOMAS MFG. CO.
Spencer, Ia.
Space No. 160

Those in attendance:—
W. H. Thomas.
D. L. Morgan.
R. S. Staples.
J. B. Carter.
C. L. Waller.
L. W. Kilpatrick.
C. A. Thomas.
W. H. Barnett.
L. J. Ziesel.
E. R. Waterman.

UNITED STATES AIR COMPRESSOR COMPANY
Cleveland
Space No. 155-156

Those in attendance:—
R. L. Bacher, president.
W. C. Smith, vice-pres. and secretary.
K. S. Clapp, manager of sales.
H. H. Kouka, district manager.
Herbert Wertz, district manager.
H. W. Dickson, district manager.
(Congress Hotel.)

VAN CLEEF BROS.
Chicago
Space No. 247-248

Those in attendance:—
Noah Van Cleef, firm member.
Paul V. Van Cleef, firm member.
Maxime Van Cleef, firm member.
Felix Van Cleef, firm member.
Carl H. Frick, staff chemist.
H. D. Wexelberg, advertising manager.

THE VAN DORN ELECTRIC TOOL COMPANY
Cleveland
Space No. 330-331-332-333-334

Those in attendance:—
F. G. Hodell, chairman of the board of directors.
F. H. Zulauf, secretary and general sales manager.
J. L. Morris, advertising manager.
Branch managers from all over the country.

VAN NORMAN MACHINE TOOL COMPANY
Springfield, Mass.
Space No. 165-166-167

Those in attendance:—
Raymond U. Lynch, sales manager.
Charles E. Van Norman, president.
Lee H. Campbell, vice-president.
Oscar S. Johnson, works manager.
(Sherman Hotel.)

VELLUMOID COMPANY
Boston
Space No. 1-2-3

Those in attendance:—
W. W. Webster, assistant treasurer.
L. Wald, factory manager.
C. F. Livingstone, sales manager.
W. J. Guerin, sales representative.
(Congress Hotel.)

VICTOR MANUFACTURING GASKET COMPANY
Chicago
Space No. 253-254

Those in attendance:—
M. H. Klinger, sales representative.
W. L. Hartley, sales representative.
S. W. Braner, sales representative.
E. T. Freeman, sales representative.
T. P. Smith, sales representative.
M. L. Liston, sales representative.
C. C. Secrist, sales representative.
(Congress and LaSalle Hotels.)

WESTINGHOUSE LAMP COMPANY
New York
Space No. 84-85

Those in attendance:—
L. S. Paletou, manager, miniature lamp sales, executive office, New York.
A. E. Snyder, assistant manager, miniature lamp sales, executive office, New York.
E. M. Beach, manager advertising department, executive office, New York.
R. B. Ely, advertising representative, executive office, New York.
R. W. Everson, district manager, Atlanta office.
C. A. Dostal, district manager, Chicago office.
H. C. Auran, branch manager, Minneapolis office.
N. J. Cowles, miniiature salesman, New York office.
R. J. Arnold, sales representative, Cincinnati office.
D. H. Carney, sales representative, Chicago office.
J. R. Lynn, miniature salesman, Chicago office.
A. H. Porche, sales representative, Chicago office.
H. G. Shaughnessy, sales representative, Chicago office.
A. K. Swindell, sales representative, Chicago office.

WRIGHT MANUFACTURING COMPANY
Lisbon, Ohio
Space No. 14-15

Those in attendance:—
C. F. Wright, secretary and treasurer.
R. C. Blair, sales department.
J. B. R. Smith, Chicago office.
E. B. Low, Chicago office.
B. R. Smith, St. Louis office.
(Congress Hotel.)

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

AGENTS

AGENTS AND DEALERS WANTED to take orders for fastest selling gas saving device on market; sold on "no deposit free trial" to Ford, Dodge and Chevrolet car owners; every one is wanting one. Write for particulars. Apex Sub-Carburetor Co., Indianapolis, Ind.

BUSINESS OPPORTUNITIES

THE ADVERTISEMENT below contains 59 words, and at 5c a word will cost you $2.95.
6 consecutive insertions, the sixth insertion free, will cost $12.80.
12 insertions, the 11th and 12th insertions being free, will cost $25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or gargeman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

BUSINESS OPPORTUNITIES

HAVE excellently located electric service station for sale. Manufacturing takes all my time. A snap for somebody. Write Rasmussen Electric, Fresno, Calif.

FOR SALE

FOR SALE—Patents and copyrights on several successful appliances for testing automobile electrical devices. Box No. 48, Automotive Daily News.

FOR SALE—Garage and showrooms, selling Hudson and Essex cars, fully equipped shop, doing good business, requires about $20,000 cash. For further particulars write W. E. J., manager, care Automotive News.

SALESMAN

SPECIALTY JOBBERS and salesmen are doing a nice business with THEF-A-LARM the only inexpensive device that DOES prtoect accessories, tools and wardrobe besides the automobile itself. Write Rasmussen Electric Mfg. Co., Fresno, Calif.

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OVER 100,000 CARS OWNED BY 1,000 N. Y. CORPORATIONS
These fleet owners offer a huge market for your product. Are you reaching them? Do you know the man to see? There's a list of these fleet owners, kept up to date and giving the name of the right man to see. Used by the largest people in the business. M. MACHOL, 417 Central Park West, New York City. Tel. Academy 8181.

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Automotive Daily News
1926 BROADWAY, N. Y. C.